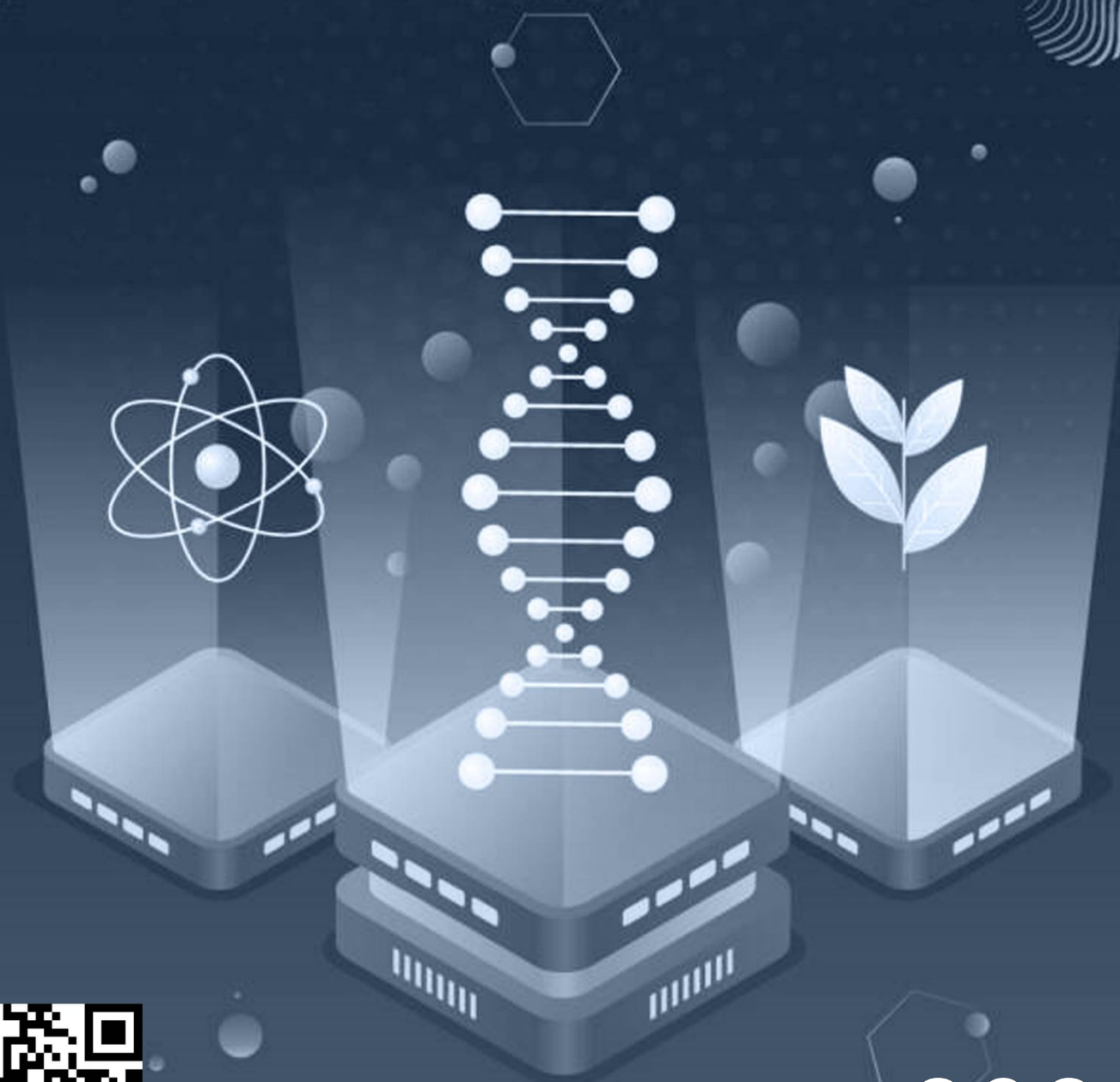


ISSN 2181-0000
Doi Journal 10.26739/2181-0000

JOURNAL OF MAMUN SCIENCE



Volume 4, Issue 7 **2026**

«MA'MUN SCIENCE» JURNALI

4 JILD, 7 SON

ЖУРНАЛ «MAMUN SCIENCE»

TOM 4, HOMEP 7

JOURNAL OF «MAMUN SCIENCE»

VOLUME 4, ISSUE 7



«MA'MUN SCIENCE» JURNALI

ЖУРНАЛ «MA'MUN SCIENCE» | JOURNAL OF «MAMUN SCIENCE»

№7 (2026) DOI <http://dx.doi.org/10.26739/2181-0000-2026-7>

Бош муҳаррир: | Главный редактор:
Chief Editor:

Matyakubov Umidjon Raximovich
(i.f.d., prof.)

Бош муҳаррир ўринбосари: | Заместитель
главного редактора: | Deputy Chief Editor:

Xudoynazarov Egambergan Madrahimovich
(PhD., dots.)

TAHRIRIY MASLAHAT KENGASHI | EDITORIAL BOARD | РЕДАКЦИОННЫЙ СОВЕТ

FILOLOGIYA FANLARI

O'rozboyev Abdulla Durdibayevich

Filologiya fanlari doktori (DSc), professor

Axmedov Oybek Saporboyevich

Filologiya fanlari doktori (DSc), professor

O'zbekiston davlat jahon tillari universiteti

Galiyeva Margarita Rafaelovna

Filologiya fanlari doktori (DSc), professor

O'zbekiston davlat jahon tillari universiteti

Nasrullayeva Nafisa Zafarovna

Filologiya fanlari doktori (DSc), professor

Samarqand davlat chet tillari instituti

Cho'ponov Otanazar Otojovich

Filologiya fanlari doktori (DSc)

Urganch davlat universiteti

Yakubova Matluba Tajibayevna

Filologiya fanlari bo'yicha falsafa doktori (PhD)

Ma'mun Universiteti NTM

Matnazarov Javlanbek Kabulovich

Filologiya fanlari bo'yicha falsafa doktori (PhD)

Ma'mun Universiteti NTM

TARIX FANLARI

Anatoliy Sagdullayevich Sagdullayev

Tarix fanlari doktori, professor; akademik

O'zbekiston Respublikasi Fanlar

akademiyasining haqiqiy a'zosi

Ashirov Adhamjon Azimbayevich

Tarix fanlari doktori, professor,

O'zbekiston Respublikasi

Fanlar akademiyasi Tarix instituti.

Shaydurov Vladimir Nikolayevich

Tarix fanlari doktori, dotsent

Leningrad davlat universiteti Rossiya

Abdullayev Utkir Ismoilovich

Tarix fanlari doktori (DSc),

dotsent Urganch davlat universiteti

Matkarimova Sadoqat Maqsudovna

Tarix fanlari doktori (DSc), dotsent

Ma'mun Universiteti NTM

Abdullayev Timur Pulatovich

Tarix fanlari nomzodi, dotsent

Ma'mun Universiteti NTM

Abdalov Umidbek Matniyazovich

Tarix fanlari bo'yicha falsafa doktori (PhD),

Dotsent Ma'mun Universiteti NTM

Yunusxo'jayev Habibulla Zafar o'g'li

Tarix fanlari bo'yicha falsafa doktori (PhD),

Dotsent Ma'mun Universiteti NTM

PSIXOLOGIYA FANLARI

Shoumarov G'ayrat Baxromovich

Psixologiya fanlari doktori, professor; akademik

O'zbekiston Respublikasi

Fanlar akademiyasining haqiqiy a'zosi

Kryukova Tatyana Leonidovna

Psixologiya fanlari doktori, professor

Kostroma davlat universiteti Belorusiya

Karpinskiy Konstantin Viktorovich

Psixologiya fanlari doktori, professor

Grodno davlat universiteti Belorusiya

Urazbayeva Dilbar Abdullayevna

Psixologiya fanlari doktori (DSc), professor

Ma'mun Universiteti NTM

Jumaniyazova Nasiba Ramatillayevna

Psixologiya fanlari doktori (DSc), dotsent

Ma'mun Universiteti NTM

Nurullayeva Baxtigul Bobojonovna

Psixologiya fanlari nomzodi, dotsent Ma'mun

Universiteti NTM

IQTISODIYOT FANLARI

Ruzmetov Baxtiyar

Iqtisodiyot fanlari doktori, professor

Ma'mun Universiteti NTM

Sherov Alisher Bakberganovich

Iqtisodiyot fanlari doktori (DSc), professor

Ma'mun Universiteti NTM

Voronsova Yuliya Vladimirovna

Iqtisodiyot fanlari nomzodi

Moskva davlat boshqaruvi universiteti

Jabborov Umarbek Rustambekovich

Iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Ma'mun Universiteti NTM

Cho'ponov San'at Otanazarovich

Iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Ma'mun Universiteti NTM

Niyazmetov Islambek Masharipovich

Iqtisodiyot fanlari doktori (DSc), dotsent

Ma'mun Universiteti NTM

PEDAGOGIKA VA FALSAFA FANLARI

Sardor Sharifzoda O'razboy Tabib o'g'li

Pedagogika fanlari bo'yicha falsafa
doktori (PhD), professor

Ma'mun Universiteti NTM

Adilov Zafar Yunusovich

Falsafa fanlari bo'yicha falsafa doktori (PhD)

Ma'mun Universiteti NTM

Boltayev Abdurahim Amanovich

Falsafa fanlari doktori, dotsent

Ma'mun Universiteti NTM

Zoirov Erkin Xalilovich

Falsafa fanlari doktori, dotsent

Buxoro davlat texnika universiteti

Nurullayeva Baxtigul Bobojonovna

Psixologiya fanlari nomzodi, dotsent Ma'mun
Universiteti NTM

TIBBIYOT FANLARI

Yuldashev Baxrom Sobirjanevich

Tibbiyot fanlari doktori (DSc), dotsent

Ma'mun Universiteti NTM

Abdullayev Ravshanbek Babajonovich

Tibbiyot fanlari doktori, professor

Toshkent tibbiyot akademiyasi Urganch filiali

Esamuratov Aybek Ibragimovich

Tibbiyot fanlari doktori (DSc), dotsent

Toshkent tibbiyot akademiyasi Urganch filiali

Samandarova Barno Sultonovna

Biologiya fanlari nomzodi, dotsent

Toshkent tibbiyot akademiyasi Urganch filiali

Tajiyeva Zebo Baxodirovna

Tibbiyot fanlari falsafa doktori (PhD)

Toshkent tibbiyot akademiyasi Urganch filiali

ILMIY JURNAL TEXNIK KOTIBI

Yunusxo'jayev Habibulla Zafar o'g'li

Ma'mun Universiteti NTM

Журнал включен в перечень ВАК национальных научных изданий, рекомендуемых для публикации
основных научных результатов диссертаций по медицинским наукам постановлением
№ 01-08/3068/17 от 27 сентября 2024 г.

Page Maker | Верстка | Саифаловчи: X. Mirzaxmedov

Контакт редакций журналов. www.tadqiqot.uz

ООО Tadqiqot город Ташкент,
улица Амира Темура пр.1, дом-2.

Web: <http://www.tadqiqot.uz/>; Email: info@tadqiqot.uz

Тел: (+998-94) 404-0000

Editorial staff of the journals of www.tadqiqot.uz

Tadqiqot LLC the city of Tashkent,
Amir Temur Street pr.1, House 2.

Web: <http://www.tadqiqot.uz/>; Email: info@tadqiqot.uz

Phone: (+998-94) 404-0000

TARIX

- 1. Mo‘minjon Salayev Atabayevich**
BAQTRIYA HUJJATLARIDAGI TURKIY ISMLAR VA ULARNING TARIXIY TALQINI.....7
- 2. Tilovboyeva Mardona Aybekovna**
O‘RTA OSIYODA TOSH DAVRINING ILK BOSQICHI XUSUSIYATLARI.....19
- 3. Акрамова Ф.А.**
СОЦИАЛЬНАЯ ПОЛИТИКА В ОТНОШЕНИИ ЖЕНЩИН-РАБОТНИЦ ЛЁГКОЙ ПРОМЫШЛЕННОСТИ ФЕРГАНСКОЙ ДОЛИНЫ (1946-1960 ГГ.).....22
- 4. Файзуллаев Мансур Хайруллаевич**
СПЕЦИАЛИЗАЦИЯ КАРАКУЛЕВОДСТВА В ЖИВОТНОВОДЧЕСКИХ КОМПЛЕКСАХ ЮЖНОГО УЗБЕКИСТАНА И ЕЁ СИСТЕМНЫЕ ПРОБЛЕМЫ (1960-1980 ГГ.).....30
- 5. Berdiyev Abduvali Abdug‘aniyevich**
QO‘NG‘IROTTLAR SULOLASI DAVRIDA XIVA XONLIGINING TASHQI SIYOSIY ALOQALARI: SHAKLLANISHI, YO‘NALISHLARI VA TARIXIY AHAMIYATI.....37
- 6. Berdiyev Abduvali Abdug‘aniyevich**
XVIII-XIX ASRLARDA XIVA XONLIGINING ERON VA ROSSIYA BILAN DIPLOMATIK VA IJTIMOY-SIYOSIY MUNOSABATLARI.....47
- 7. Matniyozov Sarvarbek Sanatbek o‘g‘li**
“XORAZM OKRUGIDA YIRIK MEHNATSIZ XO‘JALIKLARNI TUGATISH TO‘G‘RISIDA”GI DEKRETNING TAHLILI.....56
- 8. Kenjayev Hasan Atanazarovich**
XV-XVI ASRLARDA SAROY KUTUBXONASINI BOSHQARISH AMALIYOTI: “BADOYE‘ UL-VAQOE” ASARIDAGI MANSHUR MISOLIDA.....64
- 9. Қадамбаев III.**
ЎРТА ЗАРАФШОНДА ТОШ ДАВРИ ТУРАР-ЖОЙЛАРИНИ ЎРГАНИЛИШ ТАРИХИ.....70
- 10. Matkarimova Nazokat Maksudovna, Matnazarova Dilorom Radjabbaevna**
XORAZMLIKLARNING AN‘ANAVIY MADANIYATIDA OILA VA OILAVIY ETIKET.....73

IQTISOD

- 1. Radjabova Mavluda Ergash Qizi**
MINTAQADA QISHLOQ XO‘JALIGI MAHSULOTLARINING EKSPORT SAMARADORLIGINI OSHIRISH XORIJ MAMLAKATLARI TAJRIBASI VA O‘ZBEKISTON SHAROITIDA QO‘LLASH IMKONIYATLARI.....77
- 2. Хусаинов Джахонгир Баходирович, Мухаммадсолиев Миродилжон Мирзохид угли**
КАСКАДНО-ЦИКЛИЧЕСКАЯ МОДЕЛЬ ЦЕНООБРАЗОВАНИЯ И УПРАВЛЕНИЯ ФИНАНСОВЫМ РИСКОМ ОБРАЗОВАТЕЛЬНЫХ ПРОГРАММ ВЫСШЕГО УЧЕБНОГО ЗАВЕДЕНИЯ.....84

3. Matyakubov Umidjon Raximovich, Qodirova Dilfuza Sodiqjon qizi, Kodirova Feruza Sodiqjonovna	
TURIZM XIZMATLARI BOZORINI RIVOJLANTIRISHNING OBYEKTIV ZARURLIGI VA AHAMIYATI: STATISTIK TAHLIL VA KONSEPTUAL MODEL ASOSIDA.....	89

FILOLOGIYA

1. Adizova Surayyo Abduxoligovna	
INGLIZ VA O'ZBEK TILLARIDA KOGNITIV TERMINOLOGIYANING SHAKLLANISH TAMOIYILLARI (TIBBIY TERMINLAR MISOLIDA).....	97
2. Shoymardanova Dilfuza Baxtiyorovna	
ERKIN VOHIDOV ASARLARIDA SINTAKTIK PARALLELIZM VA POETIK INDIVIDUALLIK.....	103
3. Khudoyshekur Makhmudov	
TOURISM DISCOURSE AS AN OBJECT OF LINGUISTIC RESEARCH: A COMPARATIVE LINGUISTICS PERSPECTIVE.....	107

PEDAGOGIKA

1. Sh.E.Yakubova	
“OLIIY TA'LIM MUASSASALARIDA TALABA QIZLAR IJTIMOIIY FAOLLIGINI KOMPETENTLIK ASOSIDA RIVOJLANTIRISHNING PEDAGOGIK XUSUSIYATLARI”..	112
2. Kalandarova Madina Baxadirovna	
IJTIMOIIY QO'LLAB-QUVVATLASHNING TUG'RUQDAN KEYINGI DAVRDAGI AYOLLAR HAYOT SIFATI BILAN BOG'LIQLIGI.....	116
3. Kasimova Xulkar Atabayevna	
NOGIRON FARZANDLI TURLI YOSHDAGI ONALARNING PSIXOLOGIK FAROVONLIGI VA EMOTSIONAL O'ZINI-O'ZI NAZORAT QILISH O'RTASIDAGI KORRELYATSION BOG'LANISHLAR.....	120
4. Абибуллаев Арсен Редванович	
ОСОБЕННОСТИ ВОССТАНОВИТЕЛЬНЫХ ПРОЦЕДУР СЕМИБОРОК В СТРУКТУРЕ ТРЕНИРОВОЧНОГО И СОРЕВНОВАТЕЛЬНОГО ПРОЦЕССА.....	124
5. Шарипова Мадина	
ОРГАНИЗАЦИОННО-УПРАВЛЕНЧЕСКИЕ МЕХАНИЗМЫ АДАПТАЦИИ ЗАРУБЕЖНОГО ОПЫТА ДУАЛЬНОГО ОБРАЗОВАНИЯ К СИСТЕМЕ ВЫСШЕГО ОБРАЗОВАНИЯ РЕСПУБЛИКИ УЗБЕКИСТАН.....	129
6. Pulatova Zulfiya Abduazizovna	
OLIIY HARBIY TA'LIM DA KURSANTLARINING KOMMUNIKATIV KOMPETENSIYASINI BAHOLASH METODIKASINI HKT-INDEKSI ASOSIDA TAKOMILLASHTIRISH.....	136
7. Xasanboyev Javohir	
O'ZBEKISTON TA'LIM TIZIMIDA JADID PEDAGOGIKASIDAN FOYDALANISH ISTIQBOLLARI.....	145

Khudoyshukur Makhmudov

Mamun University, Khiva, Uzbekistan

Western languages and literature

department, senior lecturer

xudish1213@gmail.com

**TOURISM DISCOURSE AS AN OBJECT OF LINGUISTIC RESEARCH: A
COMPARATIVE LINGUISTICS PERSPECTIVE**<http://dx.doi.org/10.5281/zenodo.21980092>**Abstract**

This article examines tourism discourse as an object of linguistic inquiry from the standpoint of comparative and contrastive linguistics. Positioning tourism discourse within the broader field of specialized and institutional discourse studies, it reviews the sociolinguistic, pragmatic, and discourse-analytical frameworks that have shaped the field and considers their applicability to typologically distant, unrelated languages such as Uzbek and English. Using a descriptive-comparative method combined with elements of pragmatic analysis, the article proposes a three-level working typology for the cross-linguistic study of tourism discourse, distinguishing lexical-semantic, structural-compositional, and pragmatic dimensions of comparison. The analysis shows that the dominant models of tourism discourse have been developed largely on English-language and Indo-European material, leaving Turkic languages such as Uzbek analytically underrepresented in the cross-linguistic literature, and argues for a comparative-typological research design capable of accommodating such structural and cultural asymmetries. The proposed framework is intended to serve as a methodological foundation for subsequent contrastive analysis of Uzbek and English tourism discourse within the specialization of comparative and contrastive linguistics.

Keywords: tourism discourse; comparative linguistics; contrastive analysis; pragmatics; discourse analysis; specialized discourse; Uzbek; English

Annotatsiya

Ushbu maqolada turizm diskursi qiyosiy va kontrastiv tilshunoslik nuqtai nazaridan lingvistik tadqiqot obyekti sifatida o'rganiladi. Turizm diskursini maxsus va institutsional diskurs tadqiqotlarining kengroq sohasi doirasida joylashtirgan holda, maqolada ushbu sohani shakllantirgan sotsiolingvistik, pragmatik va diskurs-tahliliy nazariy asoslar ko'rib chiqiladi hamda ularning o'zbek va ingliz kabi tipologik jihatdan bir-biridan uzoq, qarindosh bo'lmagan tillarga qo'llanilishi imkoniyati tahlil qilinadi. Tavsifiy-qiyosiy metoddan pragmatik tahlil elementlari bilan birgalikda foydalangan holda, maqolada turizm diskursini tillararo o'rganish uchun uch bosqichli ishchi tipologiya taklif etiladi, bunda qiyoslashning leksik-semantik, struktur-kompozitsion va pragmatik jihatlari farqlanadi. Tahlil shuni ko'rsatadiki, turizm diskursining yetakchi modellari asosan ingliz tilidagi va hind-yevropa materiallari asosida ishlab chiqilgan bo'lib, o'zbek kabi turkiy tillar tillararo adabiyotda tahliliy jihatdan yetarli darajada o'rganilmagan, shu sababli maqolada bunday strukturaviy va madaniy assimetriyalarni hisobga oluvchi qiyosiy-tipologik

tadqiqot dizayni zarurligi asoslanadi. Taklif etilgan nazariy asos qiyosiy va kontrastiv tilshunoslik yo'nalishi doirasida o'zbek va ingliz turizm diskursining keyingi kontrastiv tahlili uchun metodologik poydevor bo'lib xizmat qilishi ko'zda tutilgan.

Kalit so'zlar: turizm diskursi; qiyosiy tilshunoslik; kontrastiv tahlil; pragmatika; diskurs tahlili; maxsus diskurs; o'zbek tili; ingliz tili

Аннотация

В данной статье туристический дискурс рассматривается как объект лингвистического исследования с позиций сопоставительного и контрастивного языкознания. Позиционируя туристический дискурс в рамках более широкой области исследований специализированного и институционального дискурса, статья рассматривает социолингвистические, прагматические и дискурсивно-аналитические концепции, сформировавшие данную область, и оценивает их применимость к типологически далёким, неродственным языкам, таким как узбекский и английский. Используя описательно-сопоставительный метод в сочетании с элементами прагматического анализа, статья предлагает трёхуровневую рабочую типологию для межъязыкового изучения туристического дискурса, разграничивая лексико-семантическое, структурно-композиционное и прагматическое измерения сопоставления. Анализ показывает, что доминирующие модели туристического дискурса разработаны преимущественно на англоязычном и индоевропейском материале, вследствие чего тюркские языки, такие как узбекский, оказываются недостаточно представленными в межъязыковой литературе, и обосновывает необходимость сопоставительно-типологического исследовательского дизайна, способного учитывать подобные структурные и культурные асимметрии. Предложенная концепция призвана служить методологической основой для последующего контрастивного анализа узбекского и английского туристического дискурса в рамках специальности сопоставительного и контрастивного языкознания.

Ключевые слова: туристический дискурс; сопоставительное языкознание; контрастивный анализ; прагматика; дискурс-анализ; специализированный дискурс; узбекский язык; английский язык

Introduction

Tourism has become one of the most linguistically saturated domains of contemporary public communication. Guidebooks, promotional brochures, official websites, and increasingly the vast body of user-generated online reviews all rely on language as their principal means of shaping how a place, a service, or an experience is perceived. It is precisely this centrality of language that has made tourism discourse a legitimate and increasingly productive object of linguistic research, distinct from the sociological or economic study of tourism as an industry, which has traditionally been the domain of tourism sociology [2].

The foundational contribution to this field is generally attributed to Dann [3], who characterized the language of tourism as a distinct sociolect governed by recurrent lexical, rhetorical, and pragmatic conventions oriented toward persuasion. Urry's notion of the "tourist gaze" [16], later revised together with Larsen [17], extended the discussion beyond lexical description toward the way discourse constructs the very object it purports to describe. Subsequent work by Jaworski and Pritchard [10] and by Thurlow and Jaworski [15] situated tourism discourse within the broader context of globalized mobility and multilingual communication, while Gotti [6] argued explicitly for treating the language of tourism as a specialized discourse comparable in status to legal, medical, or scientific discourse. More recent contributions, such as Francesconi [5], have expanded the field toward multimodal analysis, examining how verbal and visual resources jointly construct tourism meaning.

Despite this substantial body of scholarship, the great majority of existing models were developed on English-language material or on data drawn from typologically related Indo-European languages. Turkic languages in general, and Uzbek in particular, remain markedly underrepresented

in the international literature on tourism discourse, even though the tourism sector occupies a growing share of the national economy and generates an increasing volume of Uzbek-language promotional and user-generated text. This asymmetry raises a genuinely comparative-linguistic problem: to what extent are the lexical, structural, and pragmatic categories developed for English tourism discourse transferable to an agglutinative, typologically distant language such as Uzbek, and what adjustments does a comparative research design require in order to accommodate such differences responsibly?

The present article addresses this problem at the level of theory and method. Its aim is twofold: first, to define tourism discourse as an object of linguistic, rather than purely sociological or marketing-oriented, research; second, to outline a working typology capable of supporting the systematic comparative study of tourism discourse in Uzbek and English. The novelty of the article lies in situating this typology explicitly within the specialization of comparative and contrastive linguistics, thereby providing a methodological foundation for the subsequent stages of a broader comparative study of Uzbek and English online tourism discourse.

Materials and Methods

As a theoretical-methodological study, the primary material of this article consists of the international and Uzbek scholarly literature on tourism discourse, discourse analysis, and pragmatics published between 1962 and 2023. This body of literature was analyzed descriptively in order to identify recurrent categories of analysis applied to tourism texts and to assess their adequacy for cross-linguistic, Uzbek-English comparison. Short illustrative examples of promotional and review-type wording, constructed by the author on the model of authentic usage rather than reproduced from any single source, are used throughout the article purely for expository purposes.

The study draws on three complementary methodological traditions. First, the comparative-typological method, as developed within contrastive linguistics generally, is used to identify points of structural correspondence and divergence between Uzbek and English at the lexical, syntactic, and textual levels. Second, elements of discourse analysis, following Fairclough [4] and van Dijk [18], are used to situate tourism texts within their institutional and communicative context. Third, pragmatic analysis, grounded in speech act theory [1; 13; 14] and the theory of conversational implicature [7], is applied to the recommendation, evaluation, and persuasion strategies that recur in tourism texts, supplemented by the general pragmatic categories established by Leech [11] and Yule [20]. For the Uzbek material, the pragmalinguistic frameworks developed by Safarov [12] and Hakimov [8] are used as a bridge between Western speech-act theory and the categories of Uzbek linguistic description, since both scholars adapt Austinian and Searlean pragmatics to the analysis of Uzbek discourse.

Results

The comparative review of the literature allows tourism discourse to be characterized along three analytically distinct, though interacting, levels, each of which carries different implications for Uzbek-English comparison.

At the lexical-semantic level, tourism discourse in English is marked by a dense concentration of evaluative adjectives, superlatives, and culturally loaded terms (e.g., “authentic,” “unspoiled,” “must-see”) that construct destinations as objects of desire, a pattern already noted by Dann [3] and confirmed in subsequent corpus-based work. Preliminary comparison suggests that Uzbek tourism texts rely on a partly overlapping but not identical inventory of evaluative means, combining borrowed international tourism terminology with native evaluative morphology (diminutive and intensifying suffixes) that has no direct structural equivalent in English. This asymmetry indicates that a simple lexeme-to-lexeme comparison is insufficient and that evaluative meaning must be compared at the level of function rather than form.

At the structural-compositional level, English-language tourism texts, whether institutional or user-generated, tend to follow relatively fixed generic templates (orientation, description, evaluation, recommendation), consistent with the genre conventions described by Gotti [6] and Francesconi [5], and held together by cohesive textual devices of the kind identified by Halliday

and Hasan [9]. Uzbek tourism texts, particularly in the emerging genre of online reviews, show a comparable macro-structure but a different distribution of information within it, with evaluative commentary often preceding rather than following descriptive content. This suggests that structural-compositional comparison should be organized around communicative function (orientation, description, evaluation, recommendation) rather than around linear sequence alone.

At the pragmatic level, both languages make extensive use of directive and expressive speech acts realized as recommendations, warnings, and expressions of satisfaction or complaint, in line with the general typology proposed by Searle [14]. However, the politeness strategies through which these acts are mitigated differ: English tourism reviews rely heavily on hedging devices and impersonal constructions, while Uzbek reviews draw on a system of address forms and honorific morphology described by Safarov [12] and Hakimov [8], which has no direct formal counterpart in English. This finding indicates that pragmatic comparison must be anchored in illocutionary function, following Searle's classification, rather than in the surface form of individual speech acts.

Discussion

The typology proposed here is compatible with, and builds directly upon, the discourse-analytical and pragmatic models developed by Dann [3], Jaworski and Pritchard [10], and Thurlow and Jaworski [15]. Its contribution lies in making explicit the comparative-typological dimension that these models, developed primarily on English or Indo-European material, do not systematically address. By anchoring comparison in communicative function rather than surface form, the typology avoids the risk of treating English-derived categories as a universal template into which Uzbek material is simply fitted, a risk that has been noted more generally in cross-cultural pragmatics [19].

The findings also point to a specific methodological challenge for the comparative-linguistic study of Uzbek and English tourism discourse: the agglutinative morphology and honorific system of Uzbek encode pragmatic distinctions (politeness, evaluative intensity) morphologically, whereas English encodes largely equivalent distinctions lexically and syntactically. A comparative research design must therefore operate at the level of pragmatic function, consistent with the Gricean view of meaning as inferential rather than purely encoded [7], if it is to yield genuinely comparable results rather than an inventory of formal mismatches.

The present study is limited to a qualitative synthesis of the existing literature and does not yet draw on a systematically compiled bilingual corpus of tourism texts; corpus-based verification of the proposed typology constitutes the next stage of the broader research project. Within the specialization of comparative and contrastive linguistics, the typology developed here is intended to function as the methodological basis for that subsequent, corpus-based comparative analysis of Uzbek and English online tourism discourse.

Conclusion

This article has argued that tourism discourse constitutes a legitimate object of linguistic, and specifically comparative-linguistic, research, and has proposed a three-level typology, lexical-semantic, structural-compositional, and pragmatic, for its cross-linguistic study. Applying this typology to the Uzbek-English pair reveals that existing tourism-discourse models, developed largely on English and Indo-European material, require systematic functional rather than formal adaptation when extended to a typologically distant language such as Uzbek. The proposed framework provides a methodological foundation for the subsequent, corpus-based stage of a broader comparative study of Uzbek and English online tourism discourse, and contributes, more generally, to extending the comparative and contrastive study of specialized discourse to an underrepresented language pair.

References

1. Austin, J. L. (1962). *How to Do Things with Words*. Oxford: Clarendon Press.
2. Cohen, E., & Cohen, S. A. (2012). Current sociological theories and issues in tourism. *Annals of Tourism Research*, 39(4), 2177–2202.

3. Dann, G. M. S. (1996). *The Language of Tourism: A Sociolinguistic Perspective*. Wallingford: CAB International.
4. Fairclough, N. (1992). *Discourse and Social Change*. Cambridge: Polity Press.
5. Francesconi, S. (2014). *Reading Tourism Texts: A Multimodal Analysis*. Bristol: Channel View Publications.
6. Gotti, M. (2006). The language of tourism as specialized discourse. In O. Palusci & S. Francesconi (Eds.), *Translating Tourism: Linguistic/Cultural Representations* (pp. 15–34). Trento: Editrice Università degli Studi di Trento.
7. Grice, H. P. (1975). Logic and conversation. In P. Cole & J. Morgan (Eds.), *Syntax and Semantics 3: Speech Acts* (pp. 41–58). New York: Academic Press.
8. Hakimov, M. (2013). *O'zbek pragmalolingvistikasi asoslari*. Tashkent: Akademnashr.
9. Halliday, M. A. K., & Hasan, R. (1976). *Cohesion in English*. London: Longman.
10. Jaworski, A., & Pritchard, A. (Eds.). (2005). *Discourse, Communication and Tourism*. Clevedon: Channel View Publications.
11. Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.
12. Safarov, Sh. (2008). *Pragmalolingvistika*. Tashkent: O'zbekiston milliy ensiklopediyasi.
13. Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. Cambridge: Cambridge University Press.
14. Searle, J. R. (1976). A classification of illocutionary acts. *Language in Society*, 5(1), 1–23.
15. Thurlow, C., & Jaworski, A. (2010). *Tourism Discourse: Language and Global Mobility*. Basingstoke: Palgrave Macmillan.
16. Urry, J. (1990). *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. London: Sage.
17. Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0*. London: Sage.
18. van Dijk, T. A. (1997). *Discourse as Structure and Process*. London: Sage.
19. Wierzbicka, A. (1991). *Cross-Cultural Pragmatics: The Semantics of Human Interaction*. Berlin: Mouton de Gruyter.
20. Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.

«MA'MUN SCIENCE» JURNALI

ЖУРНАЛ «MAMUN SCIENCE» JOURNAL OF «MAMUN SCIENCE»

Maqolani tayorlashda qo'yiladigan talablar:

1. Maqola o'zbek, ingliz va rus tillarida minimal 6 sahifadan iborat bo'lib, Microsoft Word dasturida Times New Roman shriftida 12 kegl, 1 satr oralig'ida, sahifalar barcha tomondan 2 sm qoldirilgan holda bo'lishi shart.
2. Satr boshi - 1,25 sm bo'lib, satrlarni eniga to'g'irlash, so'zlarni boshqa qatarga ko'chirish avtomatik tarzda bo'lishi lozim.
3. Birinchi qator o'ng tomondan muallifning familiyasi, ismi va otasining ismi, ikkinchi qatorda muallifning ish joyi, lavozimi, ilmiy darajasi va unvoni, e-mail va telefon raqami, uchinchi qatorda sahifaning o'rtasida bosh va qalin harflar bilan maqolaning nomi yoziladi. Ushbu ma'lumotlar o'zbek, ingliz va rus tillarda berilishi lozim.
4. Keyingi qatordan o'zbek, ingliz va rus tillarida 60 so'zdan iborat annotatsiya beriladi.
5. Keyingi qatordan 7-10 ta o'zbek, ingliz va rus tillarida kalit so'zlar beriladi.
6. Keyingi qatordan asosiy matn boshlanadi va maqola 4 qismdan iborat bo'ladi: Mavzuning dolzarbligi. Metodlar va o'rganilganlik darajasi. Tadqiqot natijalari. Xulosa.
7. Maqolalar ilmiy ahamiyatga ega bo'lib, ulardagi fakt va fikrlar asoslangan hamda mustaqil ma'no kasb etishi lozim, plagiat holati taqiqlanadi. Muallif foydalanilgan adabiyotlarni aniq ko'rsatishi, olingan iqtiboslarning aniq manbalarini keltirishi lozim.
8. Web of science hamda Scopus tizimidagi jurnallardan iqtiboslar olish maqsadga muvofiqdir.
9. Iqtiboslar matn ichida [1, 25] beriladi. Adabiyotlarning to'liq ro'yxati asosiy matndan so'ng alifbo tartibida ko'rsatilishi lozim.

Требования к оформлению научной статьи:

1. Статьи должны содержать 6 страниц, в формате Times New Roman на Microsoft Word, 12 кегль, 1 см, со всех сторон 2 см.
2. Начала абзаца - 1,25 см, формировать строки по ширине, перенос слов в другой ряд должен быть в автоматическом порядке.
3. В первой строке от правой стороны Ф.И.О. автора, во второй строке место работы, должность, ученая степень и ученое звание, e-mail и номер телефона, в третьей строке по центру страницы прописными буквами жирным шрифтом название статьи. Эта информация должна быть предоставлена на узбекском, английском и русском языках.
4. В следующей строке аннотация из 60 слов на трех языках: узбекский, английский и русский.
5. Со следующей строки ключевые слова 7-10.
6. Далее начинается основной текст. новой текст начинается со следующей строки, и статья состоит из 4 частей: актуальность темы, методы и уровень исследования, результаты исследования, заключение.
7. Статьи должны иметь научное значение, факты и идеи должны быть обоснованными и избежать плагиатства. Автор должен точно указать использованную литературу и ссылку на источники, при помощи которых он выразил свое мнение.
8. Сноски или ссылки должен быть взяты из Web of science, а также системы журналов Scopus.
9. Цитирование приводится в тексте [1, 25] Полный список литературы должен быть указан после основного текста, а алфавитном порядке.

Requirements of the articles submitted:

1. Articles should be at least 6 pages, in Times New Roman, 12 pt., 1 inter.
2. The line head should be 1,25 cm, line spacing, and the words should be automatically moved.
3. The author's full name should be on the first line from the right; the author's place of work, position, academic degree, and academic rank, email address, and phone number should be on the second line; the article title should be centered in bold, capital letters, on the third line. This information should be provided in Uzbek, English, and Russian.
4. An annotation of 60 words in the next line in three languages.
5. Key words from the next row in three languages 7-10.
6. The next line begins with the main text. The main text begins on the next line, and the article consists of four parts: the relevance of the topic, the methods and level of research, the results, and the conclusion.
7. Articles must be of scientific importance and facts and opinions in the article should be well-grounded and have an independent meaning, and they must be free of plagiarism. The author must clearly demonstrate the literature used in his or her opinion, and provide the exact sources of the extracts.
8. Quotes should be from "Web of science" and "Scopus" journals.
9. A complete list of publications should be followed in alphabetical order after the main text. Seals and references should be in the main text [1, 25].