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FEATURE OF THE GUIDE-TRANSLATOR'S RHETORIC.

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Modern conditions of social, political and economic reality are characterized by an active growth of acts of intercultural interaction. In recent years, the state has paid great attention to the development of domestic and foreign tourism in Uzbekistan. There is a need for guides-translators who are ready and able to establish and maintain mutual understanding between the parties of intercultural communication. The need to study the regularities of professional training of guides and translators determines the identification of tools that increase its effectiveness. The active development of tourist activity causes an increased interest of tourists to the objects of tourism not only in their own country, but also, above all, in a foreign country as an object of a different culture, a different language and other traditions. The task of effectively transmitting qualitatively new information about another culture, as well as the task of forming a correct and positive image of another culture in a tourist is performed by a guide-translator.

A guide-translator is a professional language person who has a certain set of actions, strategies and competencies for implementing cross-cultural communication in the process of getting acquainted with the cultural realities of another country. This type of language personality reveals the synergy of the guide's language personality and the translator's language personality. Tourism is not going through the best of times due to the pandemic. However, the interest in traveling and learning does not weaken. New routes appear, and States become more accessible to explore their attractions more fully. And the main thing in this process are guides and translators. They are always represented as the face of their

state, bringing ideology, culture, and high moral values to every person, whether a citizen of our state or a foreigner (guest) who wants to learn about the cultural and historical traditions of our country. The guide-interpreter is considered an elite employee of the service sector, as he provided foreign guests with comprehensive information about their country. The boundaries of direct communication with tourists passed into indirect communication, only when the guide performed only a translation role for broadcasting the guide's monologue. The profession of a guide interpreter more than the profession of a guide requires a fairly diverse set of competencies (language, cross-cultural, translation).

A key figure in the process of foreign tourists' knowledge of the country, its culture, historical past, and everyday life is a guide-translator. It is an intermediary for transmitting and receiving information between the tourist and the reality that interests him. To do this, the guide-translator uses knowledge of a foreign language and knowledge related to the information of interest, but not only. For successful work, a guide-translator must use a set of other knowledge (psychology, pedagogy, ethics, local history, country studies, guided tours), skills (communication, interactive, organizational), skills (translation, documentation), and use personal qualities. The professional activity of a guide-translator is a complex set of actions determined by his ability to implement this activity (knowledge, skills, personal qualities), and the profession of "guide-translator" requires a detailed and versatile study. Despite the high prestige of the profession, its popularity and social necessity, there are no conceptual studies of the profession of "guide translator" in professional pedagogy. When studying the professional activity of a guide-translator as a system of professional actions, it should be taken into account that it is based on the interaction of the guide with other participants of the trip. The main area of such interaction is interaction with a group of tourists. This interaction occurs at various levels. Identification and characterization of individual components of the professional activity of a guide-translator allows you to search for pedagogical ways to form the competence of a specialist in the field of excursion support.

The following components can be distinguished in the activity of a guide-translator: psychological, speech, communicative, interactive, social, cognitive, ethical, organizational, and reflexive. The characteristics of each component will allow for a more detailed consideration of the features of the guide-translator's work with groups of foreign tourists.

Rhetoric is a Greek word that means "oratory". This is a philological discipline that studies the rules for constructing artistic speech, i.e. the art

of eloquence. The speech component of the guide-translator's activity includes his / her language competence and ability to communicate in a language that is understandable for the tourist group. Language is a means of communication and is implemented in speech (making a speech act in oral or written form). The difference between the concepts of "language" and "speech" is the understanding of language as a system of signs, with the help of which speech activity is carried out.

Language and speech. It is important not to confuse the concepts of "language" and "speech", which are closely related.

Language is an existing possibility that manifests itself in the presence of certain conditions: knowledge of phonetic, lexical, grammatical rules; ability to think and speak, to reach mutual understanding with other people. Language is a specific social means of storing and transmitting information, as well as managing human behavior.

Speech is the realization of the possibility of language, a form of communication between people, "concrete speaking" that takes place in time and is expressed in sound (including internal pronunciation) or written form.

Knowledge of vocabulary, grammar, and phonetics is a language competence, and the ability to Express thoughts freely is a speech competence. The main form of speech in professional communication of a guide-translator is oral speech. For speech that sounds, requirements are put forward regarding the normativity of the language, phonetic requirements, rhetorical skills and abilities. Voice, diction, intonation, breathing, and the use of nonverbal means of communication are important for the design of sounding speech. Signs of speech culture are compliance with language norms, content, logic, lexical richness, expressiveness. High requirements for sounding speech determine

the whole complexity of the speech activity of the guide-translator, since his communication with tourists is conducted in a foreign language in a bilingual situation. The oral speech of the guide-interpreter can be divided into prepared and spontaneous. Prepared speech is implemented in voicing travel information, conducting sightseeing tours. Spontaneous speech is implemented in other communication situations (answers to questions, assistance in settlement, food selection, shopping), translation of Museum tours, and contacts with the local population. Therefore, the guide-translator must constantly work on improving the language and speech competence.

The guide-translator needs to understand the meaning of language and speech, their relationship. The speech of a guide-translator is a purpo-

seful activity aimed at realizing the capabilities of the language. The success of this activity depends on how much attention the guide-translator pays to improving their speech skills. The main thing is constant practice. For one guide-translator-this is the assimilation of various forms of speech animation, for another-the fight against parasitic words, for a third-the identification and elimination of errors in the language, for many - the elimination of tautology in speech.

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XITOIY TILIDA [A 跟 GĒN B....一样 YÍ YÀNG] KONSTRUKSIYASI VA TARJIMA MUAMMOLARI

Adiba MAXAMADTOIROVA, TDSHU, tadqiqotchi

Qiyoslash mazmunidagi gaplar xitoy tilida 比较句 bǐjiào jù atamasi orqali ifodalanadi. Xitoy tilida bunday gaplar sifat va darajalarning o'zaro farqini, baland yoki pastligini ifodalash uchun qo'llaniladi. Asosan ikki kishi, ikki predmet yoki ikki holat darajalaridagi farqlarni o'zaro taqqoslashda qo'llaniladi. Ushbu maqola qiyoslash mazmunidagi gaplardagi xato va kamchiliklarning tahlili hamda ularni oldini olishga qaratilgan.

Qiyoslash mazmunidagi gaplar to'rt a'zoga ega bo'ladi: 1) taqqoslanayotgan narsa yoki subyekt, 2) unga qiyos bo'luvchi narsa yoki obyekt, 3) qiyos belgisi va 4) shakliy ko'rsatkich. Sof qiyoslash mazmunidagi gaplarda bir predmet, jarayon, hodisalar ikkinchisi bilan o'xshatish maqsadida emas, balki birini ikkinchisidan farqlash maqsadida qiyoslanadi. Bunda taqqoslanayotgan predmetlarning har ikkalasi ham ayni bir belgi, xususiyatga ega bo'ladi. Ammo bu belgi taqqoslanayotgan predmetlarga