

audience. Currently, the identification of the specifics of terms is becoming increasingly relevant due to the significant expansion of intercultural contacts.

Linguoculturology is a branch of linguistics that studies the relationship between language and cultural concepts. Cultural linguistics accelerates the theoretical and analytical progress of both cognitive science (including the study of complex systems and the distribution of cognitive abilities) and anthropology. Cultural linguistics explores how different languages reflect cultural concepts, including cultural patterns, cultural categories, and cultural metaphors, using their features.[2-37]

In the framework of cultural linguistics, language is considered to be rooted at the group, cultural level of knowledge. The approaches of cultural linguistics are already applied in some branches of applied linguistics, including intercultural communication, mastering the second language and contact of the English language in social life through words, phrases and terms of different spheres and sectors of society as well as the sector of service.

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#### **PECULIARITIES OF TERMS OF CONSUMER AND HOUSEHOLD SERVICES (linguistic-cultural aspect)**

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**Abstract:** The article considers the entry of consumer and domestic services into the non-production and production services sector. It turned out that household services are distinguished by socio-economic methods and forms of directly satisfying the material and spiritual needs of people, regardless of their professional and social activities.

**Keywords:** Household service, consumer, socio-economic methods, public service, lexical content, syntactic content.

In modern conditions, the Public Service is a special industrial and material base of the national economy - its network of industrial enterprises and organizations. Consumer goods are manufactured individually for personal consumption, restoration of consumer and personal use orders, personal services and other services.

Repair and maintenance of living accommodations, production and repair of individual furniture, laundry, dry cleaning and painting of household items and clothing cover service sector. **Sewing and repair of footwear, clothing, furs and knitwear, maintenance and repair of motor vehicles, repair of home appliances and equipment, radio and television equipment, and musical instruments, pawnshops, photographic services, rental of cultural and sports goods** belong to the service sector as well.

With the development of social development, the development of technology and the wellbeing of the people, the material and spiritual needs of the population will increase. This requires the extension of socially organized ways and forms of public services in apartment cleaning services, performing various tasks and activities of businesses and organizations.

Gradual social services and general forms of public services and services in the household, in conjunction with other service industries such as **trade, public catering, children's institutions, housing, utilities**, etc. substitutes.

Translators and interpreters in service sector should pay special attention to the cultural environment of the language, since it is the cultural peculiarities that are the primary pragmatic fullness of the translation process of texts covering terms of service sector. For example: **Man, I love this new laundry service - Bu yangi kir yuvish xizmati menga juda yoqyapti.**

When translating service sector terms and texts, a translator\interpreter constantly faces the problem of reflecting the cultural aspects of the language in LT. The complexity of the problem is emphasized by the fact that service sector texts often reflect the culture of not only individual countries, but also other cultures of the world. Therefore, the translation should take into account the language and cultural differences between two or more languages and cultures at the stage of translational analysis of the source text.[3-289]

**The influence of culture on translation can be traced at all levels** - from **lexical and syntactic content** to the ideology and way of life of representatives of various cultures. It is also up to the competence of the translator to determine the importance of a particular cultural aspect and the need for its full or partial transfer by means of the translation language. The communicative intention of the author of the source text should also be taken into account, as well as the potential readership of the source and target texts.

**Cleaning and janitorial services** - Tozalash xizmatlari

**Laundry services** - kir yuvish xizmati

**Garbage collection** – chiqindini tozalash xizmati

**Maintenance of fitness equipment** - fitness jihozlariga texnik xizmat ko'rsatish

**Courier services** - kuryerlik xizmati

**Pest control service** - zararkunandalarga qarshi kurash xizmati

It should be noted that in the process of adapting the text, the translator should keep in mind the differences in cultural environments characteristic of the languages of the original and the translation.[1-26]

Housekeeping services include the activities of businesses and organizations engaged in various tasks and other tasks such as:

**Housekeeping services** – uy joyni ta'mirlash yoki tozalash xizmatlari

**Valuables storage services** – qimmatbaho buyumlarni saqlash xizmati

**Photographic services** – fotoxizmatlar

**Hairdressing** – sartaroshlik (for men) or soch turmaklash xizmati (for women)

Barber shop – sartaroshxona (for men only)

**Cultural and household goods rental services** – madaniy-maishiy buyumlarni ijaraga berish xizmati

**Sports rental services** – sport anjomlarini ijaraga berish xizmati

Uzbekistan has its own tradition and history of public services. In rural and urban areas, hairdressers, artisans, as well as handicraftsmen and artisans serve as household services. Workshops and barbershops are located in urban and rural markets and guzars.[2-232] Since the 20s of the 20th century, the government has adopted decisions aimed at developing the consumer services sector.

Household services are generally divided into two groups:

**a) production nature – ishlab chiqarish xarakteriga ega bo'lgan**

The group includes manufacture, repair, and manufacture of metal articles, clothes and footwear on special orders and so on.

**b) Non-essential production – ishlab chiqarish xarakteriga ega bo'lmagan**

This is a group of hairdressers, baths, and photography and laundry services. All services to the population are subdivided into

**daily** – kundalik or **periodically** - vaqti-vaqti bilan

**occasionally** - ahyon-ahyonda or

**depending on the nature or timeliness of needs** - ehtiyoj bo'lganda

For example:

**Maintenance of cars- avtomobillarga texnik xizmat ko'rsatish** (depending on the nature or timeliness of needs)

Maintenance of cars is the most common way of technical service. The word **service** – “servis” (xizmat) comes from the English language. Vehicle

Maintenance or Auto Service is a number of services performed to ensure the vehicle's usability, reliability, safety and proper appearance.

In order to be provided services should be in a service-based manner, it must have the following features:

- **accessibility – ommabopligi** (that is, the ability to use the service at any enterprise)

- **guarantee of the quality of services** – xizmatlar sifatini kafolatlanishi

- **constant encouragement to improve the culture and quality of service** – servis madaniyatini oshishi va sifatini yaxshilanishiga doimo rag'bat mavjudligi

In general, services for cars are as technical, commercial and customer service as possible.

In this context, **maintenance** means a set of works related to the repair, adjustment and repair of the vehicle, its components, details and parts;

- **Technical maintenance** of cars on the streets, roads, storage areas – avtomobillarga ko'chalarda, yo'llarda, saqlash joylarida **texnik yordam** ko'rsatish

- The organization of **self-service** in the auto service – avtoservisda **o'z – o'ziga xizmat ko'rsatish** shaklini tashkil etish

**Commercial service ( tijoriy xizmat)** refers to the provision of cars, spare parts, automobiles and automobiles, sales and advertising, and business activities in general.

**Work with clients** - mijozlar bilan ishlash

- Organization of **different services and amenities** – **maishiy xizmatlar va qulayliklar** for the clients (cafes, bars, teahouses, etc.)

In conclusion, the term "culture" itself is made up of many phenomena that reflect different realities of various levels and forms. Therefore, it is a serious matter to describe these phenomena in a unified manner. For many years, many scholars who have researched the way of life have described descriptions of culture, "all the progress made by human activity." Usually the term "culture" is interpreted in terms of the way people live.

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