



## SOCIOLINGUISTIC ASPECTS OF TOURISM DISCOURSE

Kadirov Sobirjon Solijon Ugli  
Andijan State University, Uzbekistan

### ABSTRACT

The problem of social stratification at all levels of language structure, which is one of the main problems of sociolinguistics, is also considered within the framework of modern tourist discourse. The structure of the social stratification of the language is multifaceted and determined by the diversity of social situations. Based on the study of advertising material in tourism activities, it can be noted that one of the typological features of advertising speech is its syntactic, lexico-semantic) features, aimed at reflecting changes in the development of language and society, manifested at all levels of the language structure (phonological, morphological).

**KEYWORDS:** Social differentiation of the language includes issues related to the study of the influence of the age of the participants of communication, their level of education, belonging to different social groups and a number of others on the process of oral communication.

### INTRODUCTION

The concept of social role is of particular interest for determining the design features of communicative action, as it determines the choice of language tools, their harmony, and methods of phonetic design of speech. The creation of sociolinguistic images can be considered a very promising direction of sociolinguistic research, because in the speech of a person, the characteristics of the language habits of a certain social environment can be collected. It is impossible not to notice that in modern tourism advertising, methods of creating a sociolinguistic image of individuals and groups united on the basis of professional and social affiliation are very actively used as a means of clear expression.

In modern sociolinguistics, special emphasis is placed on the issue of interaction and connection between language and culture. Such connections have a two-way character, and communication processes between different cultures are also reflected in lexical acquisitions. Therefore, it is natural to learn tourism words. Undoubtedly, we believe that the processes of language acquisition in modern conditions and their development in stylistic and genre types of speech have a general cultural, ideological and social context.

One of the characteristics of tourism advertising speech can be considered as a socio-cultural phenomenon, which consists of two languages. Since language is a system of thought transmission, a means of communication, and an important factor of cultural, ideological, political and ethnic processes, special conditions for the existence and activity of communities lead to the formation and adaptation of various sign systems. The study of advertising materials makes it possible to emphasize that reference to cultural and historical events is a characteristic of the modern text of mass media, which is manifested through the use of many repeated



sentences, quotations, allusions, similes and names. Tourist advertisements appear for us as a kind of symbolic form of communication, in which linguistic signs, that is, words, various linguistic phrases express the unique worldview of the people and their understanding.

A famous Russian scientist Ya. E. Pakulova writes: In the linguistic study of advertising speech in Russian, the term "precedent (similar) cultural sign" was introduced, reflecting its connection with national and cultural knowledge, as well as its active participation in the modern communication process. In addition, symbols with informational meanings help to reveal the pragmatic validity of the advertising message.

The sociolinguistic approach to the study of speech includes the analysis of the participants of communication as an aspect of different social groups and the analysis of communication conditions in a broad socio-cultural context.

In the course of studying the communicative features of speech, scientists such as Karasik, Susov, and Bell define the structure of communication based on various concepts of pragmalinguistics and sociolinguistics as follows. 1) participants of communication (communicative features of the situation). 2) communication conditions (presuppositions, communication framework, communicative environment); 3) organization of communication (motives, goals and strategies, placement and division, variability of means of communication); 4) communication methods (tone, style and genre of communication).

The classification of speeches based on their sociolinguistic parameters includes the identification of person-oriented (personal) and status-oriented (institutional) speeches. The first group includes informal communication of individuals, the second group includes "verbal interaction of representatives of social groups or institutions with each other, with people who exercise their status opportunities within the framework of established state institutions." We can use such features of speech in the tourist discourse. Communication between tourists and producers of tourism products.

The core of tourism speech belongs to the institutional type of speech, which indicates the existence of a state institution through which communication is carried out - tour operators that develop tours, travel agencies that offer services in the field of tourism, airlines, transport companies that transport tourists, advertising agencies that promote tourism products, advertising for tourists and is a manifestation of special speech competencies of organizations, publishers and communicators that develop and publish information materials.

Thus, the presence of all human communication features in the language is known in a number of discursive events. In any discursive act, there is a constantly changing part of human experience that speaks of the dynamic nature of speech, starting with simple communication texts in dialogue and ending with a valuable work.

During the discursive activity, an organic creative process of creating, constructing and changing meanings takes place through the interaction of perceptual-cognitive subjects. Discursive action depends on the situation, because it is accompanied by the following conditions: 1) communicative goals of the interlocutors; 2) relations of communicators; 3) communicative situation, its parameters (modernity, general outlook, collective ideology) and personal, environment of a specific situation, attitude of the interlocutor, ideas about relationships). 4) discursive action and its features of genre and style in the message; 5) national-cultural behavior is expressed in speech and is consciously implemented in the meaning and internal form of the content units of the language.

Because tourism advertising is always social by its very nature and cannot develop outside of language and community development.

#### REFERENCES

1. Панов М. В. История русского литературного произношения XVIII–XX вв. М.: Наука, 1990. 350 с
2. Пакулева Е.И. Теория эволюции основных терминов цветообозначения в приложении к языкам енисейской группы // XXIV Дульзоновские чтения. Сравнительно-историческое и типологическое изучение языков и культур. - Томск, 2005.-С. 127-129.
3. Карасик, В. И. Язык социального статуса. – М. : Гнозис, 2002. – 333 с
4. Погодаева С.А . Языковые средства аргументации во французском туристическом дискурсе. Автореф.дисс.... фил. наук Иркутск – 2008 19 с
5. Гаспаров, Б. М. Язык, память, образ. Лингвистика языкового существования. – М. : Нов. лит. обозрение, 1996. – 352 с.

