Voynich's book was selected as the primary source material for the research. E.L.Voynich's novel *The Gadfly* was used as a good source of information for researching Voynich's book.

Analysis and results. Arthur Burton is a man who shows what it means to be a revolutionary figure concerned with humanity. He sacrifices his happiness and love to fight for freedom and justice in society. Arthur Burton's care for people is evident in: renouncing personal interests; active struggle against oppression and injustice. Burton's humanism has an active and tragic character, demonstrating humanism through practical devotion [1].

Jack Raymond is a man who believes in being good to people and caring about their feelings. He does not interfere in things that could lead to change, but he is firm in his loyalty to humanity and in doing the right thing. Jack Raymond's way of thinking about people and life can be described as follows: he dislikes violence; loyalty to interpersonal relationships, meaning people should be loyal to those they value, like family and friends, and be by the side of loved ones. Furthermore, his prioritization of moral responsibility must also be specifically emphasized. In the character of Raymond, humanism is shown through inner conscience and moral decision [7].

This comparison shows that the characters Burton and Raymond demonstrate kindness, which makes the book even more interesting and profound from a philosophical perspective [3].

Conclusion/Recommendations. Voynich presents humanism not as a concept, but through contrasting portrayals. The character Burton exhibits devoted humanism, while the character Raymond places humanity, compassion, and moral responsibility at the center of everything. Voynich's humanism is manifested more vividly through these portrayals. This book reveals the philosophical depth of the novel, urging the reader to think deeply about the importance of humanity. The book also discusses the revolutionary content of the 19th-20th centuries, which increases the novel's historical value [8]. Revealing the philosophical meaning of the novel is very important. The reader must think about the importance of humanity. The book also talks about the content of the 19th-20th centuries. This makes the novel historically very valuable. The novel and its historical value are considered very important. In the novel *The Gadfly*, humanism is expressed through two models: Arthur Burton (The Gadfly) – active, revolutionary, devoted humanism; Jack Raymond is a kind and caring person. It's about being a good person and understanding others. Jack Raymond believes in treating people with respect and kindness.

The comparative analysis reveals the facets of humanism in literature and creates a scientific basis for future research. The complexity and universal human value of humanism in the novel are manifested through the characters. Humanism is an idea and it is very important. The characters in the work help explain what humanism is. Humanism is very important. It is something everyone should know. The novel is a path to studying humanism and its many facets. Humanism is a factor that affects every person. It is a part of our lives.

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TRANSLATION OF TOURISM WEBSITES FOR INTERNATIONAL AUDIENCES: LINGUISTIC AND CULTURAL ADAPTATION

Annotation. *This article examines the linguistic and cultural aspects of translating tourism websites intended for international audiences. Tourism websites serve as key tools in promoting a country's image, making accurate and culturally appropriate translation essential. The study focuses on culture-specific elements, localization strategies, and the impact of translation choices on effective cross-cultural communication in the tourism industry.*

Keywords: *tourism translation, website translation, cultural adaptation, localization, tourism discourse.*

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XALQARO AUDITORIYA UCHUN TURISTIK VEB-SAYTLAR TARJIMASI: LINGVISTIK VA MADANIY MOSLASHUV MASALALARI

Annotatsiya. *Mazkur maqolada xalqaro auditoriyaga mo'ljallangan turistik veb-saytlar tarjimasining lingvistik va madaniy jihatlari tahlil qilinadi. Turizm sohasida veb-saytlar mamlakat imijini shakllantiruvchi muhim vosita hisoblanadi. Shuning uchun tarjima jarayonida nafaqat lingvistik aniqlik, balki madaniy moslashuv ham muhim ahamiyat kasb etadi. Tadqiqotda turistik veb-saytlarda uchraydigan madaniy-spetsifik birliklar, ularni tarjima qilish strategiyalari hamda noto'g'ri tarjimaning kommunikativ oqibatlari ko'rib chiqiladi.*

Kalit so'zlar: *turistik tarjima, veb-sayt tarjimasi, madaniy moslashuv, lokalizatsiya, turizm diskursi.*

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ПЕРЕВОД ТУРИСТИЧЕСКИХ ВЕБ-САЙТОВ ДЛЯ МЕЖДУНАРОДНОЙ АУДИТОРИИ: ЛИНГВИСТИЧЕСКАЯ И КУЛЬТУРНАЯ АДАПТАЦИЯ

Аннотация. *В данной статье рассматриваются лингвистические и культурные особенности перевода туристических веб-сайтов, ориентированных на международную аудиторию. Туристические веб-ресурсы играют важную роль в формировании имиджа страны, поэтому перевод должен учитывать не только языковую точность, но и культурные различия целевой аудитории. Анализируются основные переводческие стратегии и проблемы локализации туристического контента.*

Ключевые слова: *туристический перевод, веб-сайт, культурная адаптация, локализация, туризм.*

Introduction. The tourism industry is one of the fastest-growing sectors of the global economy, strongly influenced by technological advancements and digital media. Tourism websites play a decisive role in attracting international visitors, as they provide essential information and create a first impression of a destination. In many cases, potential tourists rely solely on online content when making travel decisions.

Since tourism is inherently intercultural, tourism websites must be accessible and appealing to users from diverse linguistic and cultural backgrounds. This makes translation a critical component of tourism communication. However, translating tourism websites involves more than transferring information from one language into another. It requires adapting content to the cultural expectations, values, and communicative norms of the target audience.

Inadequate translation may result in misunderstanding, reduced credibility, and a negative image of the destination. Therefore, linguistic accuracy, cultural adaptation, and localization are fundamental to the effectiveness of tourism website translation. This study aims to analyze these aspects and highlight best practices for translating tourism websites for international audiences.

Literature Review. Tourism translation has been examined from various theoretical perspectives within translation studies. Scholars agree that tourism texts are hybrid in nature, combining informative, persuasive, and expressive functions.

Newmark emphasizes that translation is a communicative process that must account for cultural differences, particularly when dealing with culture-bound terms and expressions [1; 45–47-p.]. According to him, literal translation is often insufficient for texts that aim to persuade and promote.

Snell-Hornby adopts a functionalist approach, arguing that the success of a translation depends on its ability to fulfill the intended function in the target culture [2; 112–114-p.]. In tourism discourse, this function is primarily promotional, which necessitates stylistic and cultural adaptation.

Dann's sociolinguistic research highlights the persuasive nature of tourism language, characterized by positive evaluation, emotional appeal, and imagery [3;78–80-p.]. Translators must preserve these features to maintain the attractiveness of the destination.

More recent studies focus on localization, which integrates translation with cultural, technical, and market-specific adaptation. Pym considers localization essential in digital contexts, where users expect culturally familiar and user-friendly content [4;201–203-p.].

Despite extensive research, the practical challenges of adapting tourism websites to different cultural contexts remain an important area of investigation.

Research Methodology. This study employs qualitative research methods, including comparative analysis and discourse analysis. The research material consists of original English tourism websites and their translated versions in other languages. The analysis focuses on Culture-specific elements and realia; Lexical and stylistic choices; pragmatic and persuasive strategies; localization techniques. By comparing source texts with their translations, the study identifies translation shifts and evaluates their impact on communicative effectiveness.

Linguistic Features of Tourism Websites. Tourism websites exhibit distinctive linguistic characteristics aimed at attracting and engaging readers. These include an abundance of evaluative adjectives, metaphorical expressions, and imperative forms encouraging action, such as discover, explore, and experience. The language of tourism is emotionally charged and image-oriented. Translators must reproduce this effect while respecting the linguistic norms of the target language. Direct or literal translation often weakens the persuasive force of the message. Slogans and promotional phrases are particularly challenging, as they rely on cultural associations and stylistic creativity. Successful translation requires reformulation rather than replication.

Cultural Adaptation in Tourism Website Translation. Cultural adaptation is central to tourism translation, as tourism websites frequently reference local traditions, cuisine, customs, and historical heritage. These elements may be unfamiliar to international users and require appropriate explanation or adaptation.

Common strategies include: Descriptive translation; Functional equivalence; Cultural substitution; Addition of brief explanations.

For example, national festivals or traditional dishes are often retained in the original form but accompanied by explanatory descriptions. Such adaptation ensures comprehension while preserving cultural identity.

Localization as a Translation Strategy. Localization extends beyond translation and involves adapting content to meet the cultural and technical expectations of the target market. In tourism website translation, localization may include adjusting currencies, measurement units, date formats, and visual elements.

Localized websites provide a more personalized and user-friendly experience, increasing trust and engagement. Research indicates that users are more likely to respond positively to content that reflects their cultural norms and preferences.

Analysis and Results. The analysis reveals that translations employing localization strategies are more effective in conveying the intended message. Culturally adapted translations demonstrate higher readability, emotional appeal, and persuasive power.

The findings indicate that:

–Literal translations often reduce communicative impact;

–Cultural adaptation enhances user engagement;

–Localization improves overall usability and credibility.

These results confirm that tourism website translation should prioritize function and audience expectations.

Challenges in Translating Tourism Websites. Translators face several challenges, including balancing accuracy with creativity, maintaining consistency across multilingual platforms, and adapting culture-specific concepts. Additionally, time constraints and limited collaboration between translators and tourism professionals may affect translation quality. Addressing these challenges requires specialized training and interdisciplinary cooperation. The study confirms that translators play a crucial role as cultural mediators in tourism communication. Their choices directly influence how destinations are perceived by international audiences. Functionalist and localization-based approaches prove particularly effective in tourism website translation, as they prioritize communicative success over formal equivalence.

Conclusion and Recommendations. In conclusion, the translation of tourism websites for international audiences represents a multifaceted and highly responsible process that goes far beyond the simple transfer of linguistic meaning from a source language into a target language. As tourism websites function as powerful promotional and informational tools, their translated versions play a crucial role in shaping the global image of destinations and influencing tourists' perceptions, expectations, and decision-making processes.

The findings of this study demonstrate that effective tourism website translation requires a combination of linguistic competence, cultural awareness, and strategic adaptation. Literal translation approaches often fail to convey the persuasive and emotional impact inherent in tourism discourse, which may result in reduced attractiveness and communicative effectiveness. In contrast, translations that prioritize cultural adaptation and localization strategies are more successful in meeting the expectations of international audiences and achieving the intended promotional goals.

Cultural sensitivity emerges as a key factor in tourism website translation, as tourism texts frequently contain culture-specific elements such as traditions, cuisine, historical references, and local values. The appropriate adaptation of these elements enhances comprehension, prevents misinterpretation, and fosters positive intercultural communication. Therefore, translators must act as cultural mediators who bridge linguistic and cultural gaps between destinations and global users.

Based on the results of this study, several recommendations can be proposed. First, translators working with tourism websites should receive specialized training in tourism discourse, intercultural communication, and digital localization practices. Second, localization should be systematically integrated into translation workflows rather than treated as an optional or secondary process. Third, collaboration between translators, tourism professionals, and cultural consultants is strongly recommended in order to ensure accuracy, cultural appropriateness, and marketing effectiveness.

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COMPARATIVE ANALYSIS OF SEMANTIC UNITS REFLECTING COGNITIVE COMPETENCE IN FRENCH AND UZBEK

Annotation. *In this article, we are devoted to a comparative analysis of semantic units reflecting cognitive competence in French and Uzbek. Cognitive competence is directly related to the processes of human perception, processing and expression of knowledge through speech, and is manifested in lexical, phraseological, and grammatical units in this language. The study identifies semantic units expressing thinking, memory, evaluation, cause-and-effect relationships, and conceptual images in both languages, and analyzes their common and different aspects. While in French abstract thinking and logical structures are expressed more through grammatical means, in Uzbek semantic units based on national-cultural experience, as well as imagery, prevail. The comparative approach serves to provide a deeper understanding of the features of the expression of cognitive processes in the language system, as well as to develop effective methodological solutions in the processes of translation and foreign language teaching.*

Keywords: *cognitive competence, semantic unity, comparative analysis, French language, Uzbek language, concept, thinking, language and consciousness, language unity.*

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FRANSUZ VA O'ZBEK TILLARIDA KOGNITIV KOMPETENSIYANI AKS ETTIRUVCHI SEMANTIK BIRLIKLARNING QIYOSIY TAHLILI

Annotatsiya. *Mazkur maqolada biz Fransuz va o'zbek tillarida kognitiv kompetensiyani aks ettiruvchi semantik birliklarning qiyosiy tahliliga bag'ishladik. Kognitiv kompetensiya insonning bilimni idrok etish, qayta ishlash hamda nutq orqali ifodalash jarayonlari bilan bevosita bog'liq bo'lib, u tildagi leksik, frazeologik ,shuningdek, grammatik birliklarda namoyon bo'ladi. Tadqiqotda har ikki tilda tafakkur, xotira, baholash, sabab-oqibat munosabatlari hamda konseptual tasvirni ifodalovchi semantik birliklar aniqlanadi va ularning umumiy va farqli jihatlari tahlil qilinadi. Fransuz tilida abstrakt fikrlash hamda mantiqiy strukturalar ko'proq grammatik vositalar orqali ifodalansa, o'zbek tilida milliy-madaniy tajriba ,shunindek, obrazlilikka tayangan semantik birliklar ustunlik qiladi. Qiyosiy yondashuv kognitiv jarayonlarning*