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Based on the review of Khakimov N., associate professor of the Samarkand branch of the Institute for Retraining and Advanced Training of Specialists in Physical Education and Sports

POLYSEMY AND METAPHORICAL EXPRESSIONS OF AGRITOURISM TERMS IN ENGLISH AND UZBEK LANGUAGES

Annotation

This article explores agritourism terminology – one of the most rapidly developing areas in modern linguistics-from a comparative perspective. The study focuses on terminological units in English, Russian, and Uzbek. It analyzes the role of polysemy and metaphorical transference mechanisms in the formation of agritourism terms, as well as their linguacultural features.

Keywords: agritourism, terminology, polysemy, metaphor, semantic shift, comparative linguistics, linguacultural study, farmstay, ecotourism.

INGLIZ VA O‘ZBEK TILLARIDA AGROTURIZM TERMINLARINING KO‘PMAVHUMLIK (POLISEMIYA) VA METAFORIK IFODALANISH

Annotatsiya

Ushbu maqolada zamonaviy tilshunoslikning dolzarb yo‘nalishlaridan biri bo‘lgan agroturizm terminologiyasi qiyosiy-solishtirma planda tadqiq etiladi. Tadqiqot obyekti sifatida ingliz, rus va o‘zbek tillaridagi agroturizm sohasiga oid terminologik birliklar olingan. Ishda agroturistik terminlarning shakllanishida polisemiya (ko‘p ma’nolilik) va metaforik ko‘chish mexanizmlarining o‘rni va lingvokulturologik xususiyatlari tahlil qilingan.

Kalit so‘zlar: agroturizm, terminologiya, polisemiya, metafora, semantik ko‘chish, qiyosiy tilshunoslik, lingvokulturoloji, farmstay, eko-turizm.

ПОЛИСЕМИЯ И МЕТАФОРИЧЕСКИЕ ВЫРАЖЕНИЯ В ТЕРМИНАХ АГРОТУРИЗМА В АНГЛИЙСКОМ И УЗБЕКСКОМ ЯЗЫКАХ

Аннотация

В данной статье с сопоставительно-сравнительной точки зрения исследуется агротуристическая терминология - одно из наиболее актуальных направлений современной лингвистики. Объектом исследования выступают терминологические единицы английского, русского и узбекского языков. В работе анализируется роль полисемии (многозначности) и метафорического переноса в процессе формирования агротуристических терминов, а также их лингвокультурологические особенности.

Ключевое слова: агротуризм, терминология, полисемия, метафора, семантичес-кий перенос, сравнительное языкознание, лингвокультурология, фермерский отдых, экотуризм.

Introduction: Starting from the second half of the 21st century, one of the rapidly developing sectors in the global economy is agritourism (rural tourism). Agritourism is not merely a recreational sector, but a complex socio-economic system consisting of the synthesis of agriculture, ecology, ethnography, gastronomy, and the service industry. The rapid progress of this field is clearly reflected in linguistics: a new terminological layer-agritourism terminology-is being formed and regulated.

The formation of terminology in any new field typically occurs through two main pathways:

Introduction of new neologisms and borrowed words.

Expanding the semantics of existing words utilizing the internal resources of the language (polysemy) and re-naming (metaphorization).

Polysemy (multi-meaning) and metaphor play a special role in agritourism terminology. This is because, on the one hand, the field relies on precise, objective agricultural processes (farming, livestock breeding, harvesting), while on the other hand, it provides tourism services characterized by emotional, aesthetic, and marketing appeal. At the intersection of these two distinct discourses, the semantic scope of words expands, and metaphorical shifts occur.

The purpose and objectives of this article are to comparatively-typologically and linguaculturally analyze the polysemic and metaphorical characteristics of terms related to agritourism in English, Russian, and Uzbek languages, revealing the specific regularities of semantic derivation and nomination in each language.

Literature Review: There are several fundamental studies dedicated to the role of polysemy and metaphor in terminology, as well as their function in term formation.

In traditional terminology (A.A.Reformatsky, D.S.Lotte), the idea that a term should always be monosemantic (single-meaning) and neutral was dominant. However, modern cognitive terminology and cognitive linguistics (G.Lakoff, M.Johnson, V.N.Teliya, E.S.Kubryakova) have proven that terms possess a metaphorical nature and that polysemy is a natural stage in the development of a terminological system.

G.Lakoff and M.Johnson (Metaphors We Live By) demonstrated in their research that metaphor is not merely a stylistic-expressive device, but a cognitive mechanism that shapes human thought and conceptual apparatus. Metaphorical terms in agritourism such as "Farm-to-Table" or "Green Escape" fit precisely into this cognitive model.

Representatives of the Russian terminological school (V.M.Leichchik, S.V.Grinev-Grinevich) attribute the emergence of polysemy in terminological systems to intersectoral integration. The complication of term semantics resulting from the transition of agricultural terms into tourism discourse has been theoretically substantiated by these scholars.

In Uzbek linguistics, issues of terminology and semasiology have been studied by scholars such as A.Hojiyev, H.Nematov, R.Rasulov, S.Usmanov, and A.Madvaliyev. It is emphasized that the transfer of word meaning and the formation of terms via the lexical-semantic method are closely linked to national-cultural context and mentality.

Modern researchers studying agritourism and ecotourism terminology (P. Phillimore, A.A. Stepanova, M.S. Yeryomina) have shown that linguamarketing and ecological concepts play a high role in the formation of agritourist terms in English and Russian.

However, the comparative-correlative analysis of the degree of polysemy and metaphorization of agritourism terms specifically using the English, Russian, and Uzbek languages has not yet been comprehensively and systematically explored. This article aims to fill this scientific gap.

Analysis and results: During the research, over 200 agritourist terms and textual features in English, Russian, and Uzbek languages were analyzed. The analyses were carried out in two main directions: Polysemy (Multi-meaning) and Metaphorical Expression.

1. Analysis of Polysemy (Multi-meaning) in Agritourism

In agritourism terminology, the phenomenon of polysemy occurs mainly through the superimposition of a secondary (functional/tourist) meaning over the primary (denotative/agricultural) meaning of a word.

[Primary Denotative Meaning]

(Traditional Agriculture)

▼ Semantic Expansion / Professional Shift

[Secondary Tourist Meaning]

(Recreation and Service Discourse)

Polysemic agritourism terms in English:

In English, agritourism polysemy mostly denotes actions, locations, and forms of service:

Harvest / Harvesting:

1st meaning (Agriculture): The physical-mechanical process of gathering and reaping crops.

2nd meaning (Agritourism): An interactive entertainment event specially organized for tourists, i.e., a self-picking experience for a fee (U-pick harvest experience).

Farmstay:

1st meaning: Living on a farm, practicing a farming lifestyle.

2nd meaning: A certified agritourism facility or type of lodging offering accommodation services to tourists.

Tasting:

1st meaning: Testing or trying the flavor of food or drink (physiological action).

2nd meaning: A special gastronomic tour route, product presentation, and degustation show.

Polysemic agritourism terms in Uzbek:

In Uzbek, agritourism polysemy relies on national traditions and domestic concepts:

Hosil / Hosil bayrami (Harvest / Harvest Festival):

1st meaning (Agriculture): The quantity of crops or fruit grown throughout the year.

2nd meaning (Agritourism): An ethno-festival, folklore show, and cultural-recreational event attracting tourists.

Dasturxon (Tablecloth / Spread):

1st meaning (Domestic): A cloth spread for eating or a set dining table.

2nd meaning (Agritourism): A standard of gastronomic tourism and hospitality service ("Uzbek dasturxon" tour packages).

Bog‘ / Chorbog‘ (Orchard / Country house with a garden):

1st meaning: A land plot where fruit trees are grown.

2nd meaning: A recreational zone where tourists rest, take photos, and undergo ecological rehabilitation.

2. Metaphorical terms and combinations in English:

Agritourism metaphors in English primarily promote ecological branding and the idea of “returning to nature”:

“Farm-to-Table”:

Metaphorical meaning: A conceptual metaphor representing the delivery of food products without intermediaries, in an entirely fresh, natural, and eco-friendly state.

“Green Escape”:

Metaphorical meaning: Gaining spiritual freedom in the embrace of nature, escaping urbanization and technological stress.

“Living Heritage”:

Metaphorical meaning: Expresses that rural life and traditional farming are not merely museum exhibits, but are alive and dynamically sustained through tourism.

Metaphorical terms and combinations in Uzbek:

Agritourist metaphors in Uzbek have an artistic-emotional, lyrical, and anthropomorphized (endowed with human traits) character:

“Oltin kuz” (Golden autumn / Harvest and cotton/fruit season):

Metaphorical meaning: Represents abundance, wealth, and the peak of the agritourist season.

"Ona yer sahovati" (Generosity of Mother Earth):

Metaphorical meaning: Portraying the earth as a caring and benevolent mother figure, glorifying the quality of natural products presented in agritourism.

“Tabiat bag‘ri” (The embrace of nature / Resting in nature's embrace):

Metaphorical meaning: Metaphorization of nature as a hospitable, welcoming host.

3. Comparative Analysis and Summary Tables

As a result of the analyses, distinct and common features of agritourism terms across the three languages in terms of polysemy and metaphorical expression were determined.

Table 1: Comparative characteristics of polysemic and metaphorical phenomena in agritourism

Criterion	English Language	Russian Language	Uzbek Language
Direction of Polysemy	Functional-business, service, and customer service concepts (Farmstay, Tasting)	Objects, ecological zones, and institutional entities (Агроусадьба, Промсель)	Traditional hospitality, customs, and dishes (Dasturxon, Hosil)
Source of Metaphor	Linguamarketing, ecology, opposition between city and countryside (Green Escape)	Nostalgia, closeness to nature, tranquility (Деревенская тишина)	Artistic-aesthetic, ethnographic, lyrical-poetic (Oltin kuz, Ona yer saxovati)
Terminological Stability	Highly unified, matching European and US standards	Relying on Russian and CIS legislative frameworks, forming	Emerging, highly popular, dominated by ethno-cultural lexicon

Conclusion: The comparative-correlative and linguacultural analyses allow us to draw the following important scientific conclusions:

Integrative nature of agritourism terminology: Since agritourism terminology simultaneously combines agricultural, tourism, and ecological discourses, polysemy and metaphorization processes serve as its primary term-forming sources.

Differences in polysemy formation:

In English, polysemy relies on saving time and service, and professional service models.

In Russian, it serves more to expand the meanings of spatial and institutional objects.

In Uzbek, polysemy arises as a result of the transformation of national hospitality and agricultural traditions into a tourist service model.

Specifics of metaphorical models: While English agritourism metaphors have a pragmatic and marketing direction (Farm-to-Table), metaphors in the Uzbek language possess deeply emotional and lyrical-anthropomorphic characters (Ona yer saxovati, Oltin kuz). The Russian language displays an intermediate transitional stage between these two tendencies.

Practical significance: The results of this linguistic research on agritourism can be widely utilized in compiling trilingual (English-Russian-Uzbek) explanatory terminological dictionaries of agritourism and ecotourism, in translating international texts in the field of agritourism, and in developing agritourist branding and marketing strategies.

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