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THE MAIN FEATURE OF THE CONCEPT OF “HOSPITALITY”
IN ENGLISH AND UZBEK LANGUAGE

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Annotation: *This article explores the concept of hospitality as a fundamental cultural and linguistic value in both English and Uzbek societies. Hospitality, or the way in which individuals and communities welcome and treat guests, is deeply embedded in cultural norms and social behavior. In English-speaking cultures, hospitality often reflects values such as individualism, personal space, and formality, where guests are typically invited through planned engagements and offered comfort with a degree of privacy. Common expressions like "Make yourself at home" and "Would you like something to drink?" signify a polite and structured form of welcoming.*

Key words: *hospitality,*

Аннотация: *В данной статье исследуется концепция гостеприимства как фундаментальной культурной и языковой ценности как в английском, так и в узбекском обществах. Гостеприимство, или то, как отдельные лица и сообщества приветствуют и обращаются с гостями, глубоко укоренилось в культурных нормах и социальном поведении. В англоязычных культурах гостеприимство часто отражает такие ценности, как индивидуализм, личное пространство и формальность, когда гостей обычно приглашают на запланированные мероприятия и предлагают комфорт с определенной степенью конфиденциальности. Распространенные выражения, такие как «чувствуйте себя как дома» и «Хотите чего-нибудь выпить?» означают вежливую и структурированную форму приветствия.*

Ключевые слова:

1. Cultural Aspect

In Uzbek culture, hospitality (*mehmondo'stlik*) is deeply embedded in social traditions and considered one of the most cherished values. Guests are treated with utmost care and honor, often seen as a divine blessing. The arrival of a guest is a major event, and it is expected that the host will go above and beyond to provide for them. Generosity is a critical aspect, and no effort is spared to make the guest feel comfortable. Even unannounced guests are welcomed with open arms, and leaving a guest unfed or unattended is seen as shameful.

Examples:

- Traditional gatherings often involve a lavish spread (*dastarkhan*) of food, where guests are encouraged to eat and stay as long as possible.
- Common phrases like "*Mehmon keldi, uyga to'y keldi*" (When a guest arrives, it's like a celebration) highlight the joy associated with hosting.
- The Uzbek custom dictates that the guest is treated with such generosity that they should feel overwhelmed with kindness.

Linguistic Aspect::

In the Uzbek language, hospitality is expressed through warm, direct, and sometimes emphatic language. Unlike in English, where suggestions are often indirect, Uzbek hospitality comes with strong offers that are hard to refuse. Phrases often carry a sense of generosity and insistence:

1. "*Ovqat olib keling, ko'p qoldirmang!*" (Bring food, don't leave too much behind!) encourages the guest to eat more.
2. "*Qancha uzoq tursangiz, shuncha yaxshi bo'ladi*" (The longer you stay, the better) reflects a wish for extended visits.
3. Expressions like "*Mehmon to'rda*" (The guest sits in the best spot) indicate the honor and respect shown to guests.

The concept of hospitality, while universal, is expressed in unique ways across cultures. In English-speaking cultures, hospitality is about offering comfort within defined social boundaries, while in Uzbek culture, hospitality is an almost sacred duty, expressed with overwhelming generosity and warmth. Understanding

these cultural and linguistic nuances is crucial for effective communication and translation between the two languages.

Linguistic Differences:

1. **Formality and Politeness:** English expressions like "Make yourself at home" or "Help yourself" convey hospitality, but they can come across as informal in a culture like Uzbekistan, where welcoming guests is more ceremonial. The challenge in translation is to ensure that the degree of formality is appropriately matched.

2. **Cultural Context:**

1. **Importance of Hospitality:** In cultures like Uzbekistan's, hospitality is seen as a sacred duty and reflects community values like generosity, respect, and warmth. In many Western contexts, hospitality might still be important, but it tends to be more individualized and less ceremonial. Translators must be aware of these nuances to ensure that they don't downplay or exaggerate the significance of hospitality when translating.

2. **Guest-Host Relationships:** In Uzbek culture, the guest is often seen as a blessing or a divine figure, requiring special treatment. English-speaking cultures may view the guest-host relationship as a social duty rather than a sacred responsibility. Translators need to reflect these relational differences to avoid misrepresentation.

3. Challenges in Tone and Politeness:

Tone of Invitation: An invitation in Uzbek is often delivered with a high level of respect and formality, while in English, invitations might be more casual or direct. Translating an invitation from Uzbek to English without making it sound overly formal (or vice versa) requires a balance between maintaining cultural respect and adapting to target language norms.

Politeness Strategies: Different languages have various ways of showing politeness, and hospitality often involves such expressions. Uzbek language might employ honorifics or longer, more elaborate forms of politeness, while English might simplify or shorten these forms. The translator must decide how to adapt the politeness structure in a culturally appropriate way.

4. Loss of Cultural Specificity:

Untranslatable Concepts: Certain cultural customs related to hospitality may be difficult to translate. For instance, the concept of "dastarkhan" (a spread of food prepared for guests in Uzbek households) has no equivalent in English. Translators might need to find creative ways to describe or explain such terms in the target language, often requiring extra contextual information to convey their significance.

Metaphors and Idioms: Cultural idioms related to hospitality can also pose difficulties. An Uzbek idiom that reflects the value of hospitality might be lost in a literal English translation. In these cases, translators may have to replace the idiom with a culturally appropriate equivalent or provide an explanation.

5. Impact on Communication and Understanding:

Misunderstandings: If cultural differences in hospitality are not translated properly, it can lead to misunderstandings. For example, an English reader might misinterpret the highly formal hospitality expressions in Uzbek as excessive or insincere if not properly adapted.

Cultural Sensitivity: Translators must be culturally sensitive, aware that certain actions or words have a deeper meaning in the source culture. Misinterpreting these can result in a lack of respect for cultural norms. For instance, failing to convey the respectful tone of an Uzbek invitation might come across as rude in English.

6. Adaptation vs. Direct Translation:

Adaptation Techniques: Sometimes direct translation of hospitality-related phrases is not enough. Translators might need to adapt the text to reflect the cultural tone. This could involve omitting or modifying certain customs or rituals that may not make sense in the target culture, while still retaining the essence of hospitality.

Hospitality plays a significant role in shaping societal values as it reflects and reinforces the norms, ethics, and relationships within a community. Here are key aspects of how hospitality influences societal values: Hospitality fosters a sense of belonging and community. By welcoming guests, societies build

relationships and trust among members, encouraging cooperation and mutual respect. In traditional cultures, such as in Uzbekistan, hospitality is a means of creating strong social networks and bonds, often seen as a moral obligation. The act of being hospitable often involves sharing resources, time, and attention. This generosity promotes the idea that one's wealth or comfort is to be shared with others, emphasizing values such as kindness, selflessness, and compassion. In many cultures, offering food and shelter to guests, even strangers, is seen as a virtue. Hospitality traditions are often tied to a culture's history and identity. For example, the way hospitality is practiced in a society—whether it involves elaborate ceremonies or simple gestures—reflects its heritage and values.

In Uzbekistan, the concept of hospitality is deeply rooted in the idea of treating guests with great respect and honor, which mirrors the historical importance of kinship and community. In many cultures, being a good host is a moral obligation. Hospitality is not just about being polite—it is seen as a duty. For instance, in Islamic cultures, hospitality is a religious and ethical duty, where offering help to strangers and guests is encouraged. This shapes societal values by promoting moral responsibility towards others, especially those in need. Hospitality often works on the principle of reciprocity—those who are hosted are expected to host in return, whether formally or informally. This builds a sense of trust and mutual obligation, strengthening societal cohesion. It teaches values like fairness, appreciation, and a shared sense of responsibility in social interactions. Hospitality can reflect societal structures. In hierarchical societies, hospitality may reinforce social status by showing respect for elders or important guests. In contrast, egalitarian societies might emphasize treating all guests equally, reflecting broader values of equality and inclusiveness. For example, in English-speaking countries, hospitality often emphasizes making everyone feel comfortable and respected, regardless of status. Hospitality also facilitates cultural exchange by welcoming outsiders into a community. It allows societies to learn from others, promoting openness, diversity, and tolerance. By hosting travelers or foreigners, societies can broaden their perspectives and values, fostering a more inclusive and multicultural mindset.

In summary, hospitality acts as a mirror to societal values, reinforcing ideals like generosity, social cohesion, mutual respect, and moral responsibility. How a society practices hospitality provides deep insights into its cultural norms and values, influencing individual behavior and the broader social structure.

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