

**LINGUO-PRAGMATIC PARAMETERS OF TOUR GUIDE SPEECH IN UZBEK AND
OTHER LANGUAGES**

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Abstract: This article explores the linguo-pragmatic parameters of tour guide speech based on the material from Uzbek, English, and Russian languages. The goal is to identify the specific features of guide communication, as well as the forms and strategies of speech influence on the audience, considering cultural and sociolinguistic factors.

A comparative analysis of pragmatic tactics such as attention grabbing, contact establishment, information delivery, and attention management was conducted. The study is based on the analysis of authentic excursions, audio recordings, and transcripts. The findings show that pragmatic features of tour guide discourse are closely tied to cultural communication models and audience types.

Keywords: tour guide discourse, pragmatics, speech influence, Uzbek language, cross-cultural communication, speech strategies, tourism, universals and specification

Tour guide speech is a distinct form of institutional discourse where not only informative, but also pragmatic parameters play a crucial role. A guide must not only convey facts but also maintain audience interest, build emotional rapport, and consider the cultural background of the listeners. In the context of globalization, tourist communication is becoming increasingly cross-cultural, requiring flexible use of linguistic tools.

Tour guide speech also represents a special type of public communication aimed at conveying information, sparking interest, and creating a positive perception of cultural and historical sites. In the context of globalization and the growing tourism industry, there is an increasing need to study the features of tour guide speech in different languages and cultures. This study aims to identify and compare the linguo-pragmatic features of tour guide speech in Uzbek and other languages.

Tour guide speech is a monologic form of communication used by a guide to accompany tourists and provide information about cultural, historical, or natural sites. It is characterized by informational richness, emotional coloring, interactivity and audience adaptation.

The main functions of tour guide speech include Informative and emotional-evaluative (creating a positive image of the site), appellative (engaging the audience), cultural and educational functions.

Lexical and stylistic features in Uzbek tour guide speech are distinguished by:

extensive use of evaluative vocabulary (e.g., "hayratlanarli" – astonishing, "bebaho" – priceless, "muhtasham" – magnificent), use of traditional phrases and proverbs, pronounced respect for historical and cultural landmarks, expression of national pride.

For example:

“Bu hayratlanarli Registon maydoni asrlar davomida Markaziy Osiyo madaniyatining yorqin namunasi bo‘lib kelgan.”

("This astonishing Registan Square has for centuries been a shining example of Central Asian culture.")

Uzbek tours are traditionally based on storytelling, often accompanied by legends and folk tales. This strengthens the emotional connection between the listeners and the place.

Comparison with tour guide speech in Russian and English:

In Russian speech it is in more formal style by using of historical dates and facts, in clear logical structure and fewer emotional elements.

Example:

“Here, on Red Square, in the 16th century, the Pokrovsky Cathedral was built, also known as St. Basil's Cathedral.”

In English speech it is in predominantly light and friendly style, by using humor and anecdotes are often used, high level of interactivity by active engagement of tourists through questions and dialogue.

Example:

“This magnificent tower, known as Big Ben, is one of the most iconic symbols of London and the United Kingdom.”

Linguistic strategies of speech influence and specification. Tour guide speech employs a range of pragmatic strategies realized through various linguistic means and opening phrases to tune the audience:

Uzbek: "Assalomu alaykum aziz mehmonlar, bugungi sayohatimiz qadimiy va sirli shahar Buxoro bo‘ylab bo‘ladi."

Russian: "Здравствуйте, уважаемые гости! Сегодня мы вместе с вами совершим путешествие по старинному Ташкенту."

English: "Good morning everyone! Welcome to our historical journey through the heart of Samarkand."

Active use of pronouns like “we,” and “our” creates unity:

"Now we are standing in front of the Ulugh Beg Observatory..."

"Hozir biz Ko‘kaldosh madrasasi yonidamiz – bu tarixiy obida bizning xalqimizning faxri."

Attention can be managed through pauses while describing places, specific questions or gestures, in appropriate intonation, for example:

"Did you know that this madrasa once housed over 100 students?"

"Qarang, shu tarafga e’tibor qarating – bu eshik XVII asrga tegishli."

These techniques activate the listener and aid in content retention.

Regarding cultural and national specificity of tour guide speech we can mention the fact that Uzbek guide discourse is characterized by emotional imagery and strong cultural identity. Common elements include proverbs and traditional wisdom like:

"Kim o'z tarixini unutsa – kelajagi yo'q."

"Buxoro – dilim, Samarqand – jonim."

In contrast, English guide speech emphasizes interactivity:

"Take a closer look at this arch – can you spot the difference in the tiles?"

"If you've seen the movie 'Prince of Persia', some of these scenes may look familiar!"

Russian-language tours often reflect academic tradition but increasingly incorporate narrative elements and personal stories:

"I first came here as a schoolboy, and since then this place has always felt special to me..."

In Uzbek tour guide speech, politeness strategies, elements of traditional etiquette, and folklore expressions (maqollar, qissalar) are prevalent, contributing to cultural identification.

English speech is dominated by humor, audience involvement through rhetorical questions, and interactive formulas.

Russian-language excursions often exhibit elements of official-scientific style, alongside efforts to emotionally engage through vivid descriptions and comparisons.

It is worth noting that common linguo-pragmatic parameters across all languages include:

Greetings and contact initiation (e.g., "Welcome to...", "Добро пожаловать!", "Xush kelibsiz!"), thematic introduction and content preview, interest maintenance through stories, jokes, questions and closing with gratitude and feedback solicitation.

The results show the importance of cultural and linguistic sensitivity in shaping effective guide communication. As tourism continues to globalize, the ability to adapt tour guide discourse to diverse audiences becomes crucial. Mastery of linguo-pragmatic strategies, combined with intercultural competence, allows guides to serve not only as informants but also as cultural mediators who foster understanding and appreciation among visitors from around the world.

Tour guide speech is not only a means of conveying information but also a cultural bridge between nations. The comparative analysis has shown that Uzbek tour guide speech is rich in national elements, while Russian and English focus more on facts and interactivity. A successful tour guide should be able to combine the best features of different traditions to achieve maximum impact.

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