

TYPES AND FEATURES OF INTERCULTURAL COMMUNICATION

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Abstract: The word "culture" has different meanings in different disciplines, and as part of our early socialization in life, it is through culture that each of us learns ways to communicate, act, think, and use objects and tools in the world.

Key words: intercultural communication, social communication, cultural relations, intercultural communication, expression of opinion, communication functions, communicative action, communication needs.

Annotatsiya: "Madaniyat" so'zi turli fanlarda turli xil ma'nolarni anglatadi va hayotdagi dastlabki ijtimoiylashuvimizning bir qismi sifatida madaniyat orqali har birimiz dunyoda muloqot qilish, harakat qilish, fikrlash, obyektlar va vositalardan foydalanish usullarini o'rganamiz.

Kalit so'zlar: madaniyatlararo muloqot, ijtimoiy aloqa, madaniy aloqalar, madaniyatlararo aloqa, fikrni ifodalash, aloqa funksiyalari, kommunikativ harakat, muloqot ehtiyojlari.

Аннотация: Слово «культура» имеет разные значения в разных дисциплинах, и в рамках нашей ранней социализации в жизни именно через культуру каждый из нас учится способам общения, действия, мышления и использования предметов и инструментов в окружающем мире.

Ключевые слова: межкультурная коммуникация, социальная коммуникация, культурные отношения, межкультурная коммуникация, выражение мнения, коммуникативные функции, коммуникативное действие, коммуникативные потребности.

Introduction

General - the exchange of information using language or gestures, as well as other means of communication, as well as the communicative interaction of people or social groups. In the process of communication between participants in communication, various types of information exchange occur.

Traditionally, communication has three functions:

1. Information function: expressing ideas, concepts, thoughts and conveying them to other communicators.
2. Evaluator: expressing personal assessments and attitudes;
3. Effective: conveying emotion and feelings.

Roger T. Bell associates three areas of the humanities with these functions:

1. Linguistics and philosophy (cognitive function),
2. Sociology and social psychology (evaluation function),
3. Psychology and literary criticism (affective function).

K. Buhler (1879-1963) distinguished three functions of language that are manifested in any speech act: a) the expression function, which is related to the speaker; b) the address function, which is related to the listener; c) the message function, which is related to the subject of speech.

The main purpose of communication is to convey a message. The sender of the message expresses himself, addresses the receiver and expresses the subject of communication. There can be several purposes of communication. For example, a film informs, entertains, warns, explains, etc. The main reason for communication is the corresponding needs of an individual or a group of individuals. And then - the purposes of communication serve the different needs of individuals.

Literature review and methodology

The functional characteristic of a communicative act can be given depending on its direction and main communicative task. R. Dimbleby and G. Burton distinguish six functions of messages and communicative acts: warning, advising, informing, persuading, expressing an opinion, entertaining. This classification of functions is pragmatic, that is, it is associated with the use of communicative means to achieve certain goals. Communication occurs not only in human social systems. A certain type of communication is characteristic of animals (mating dances of birds, the language of bees, etc.) and mechanisms (pipelines, transport, telegraph and telephone signals, the interconnection of computers on the Internet, etc.). Communication can be carried out not only in the process of direct communication through words, but also with the help of road signs, teletext, books, films, etc.

There are the following forms of communication - written, oral, visual, etc. These forms differ from each other by specific message encoding systems.

Communication media - combines various forms of communication, often using a specific technology to bridge the temporal and spatial distance between the sender and receiver of the message (for example, a book: words, fonts, pictures, graphics). Mass media (MSK) can also include various forms of communication. For example, television and cinema use spoken words, pictures, music; a newspaper - written words, fonts, pictures, etc.

The American researcher E. Sapir distinguished fundamental means or primary processes, which are communicative in nature and facilitate the communication process, and some secondary means. According to E. Sapir, the primary means of communication are: *language, gestures, imitation of mass behavior in the process of its introduction into the lifestyle of society*, and "social gestures" (hidden processes of new communicative behavior).

Secondary means of communication aim to facilitate primary communicative processes in society: *language changes, symbolism, and the creation of physical conditions for the implementation of communicative action*.

Language changes involve code-switching, symbolic "translation" (e.g., spoken language to written language, Morse code, etc.), and allow communication to occur in situations that are dependent on the situation (e.g., time and distance).

Symbolic systems (flags-signals in the navy, semaphores and traffic lights, bugles in the army's communicative environment, etc.) translate a possible verbal message not symbolically, but globally. This is required in cases where the speed of receiving the message is necessary, the speed of reaction, the simplest yes/no answer is expected. For example, in military service, where "orders are not discussed" or on the road, when there is not much time for high-speed turns, long text messages are inappropriate.

According to E. Sapir, the development of physical conditions that make communication possible includes railways, airplanes (delivery of the interlocutor), telegraph, telephone, radio (delivery of the message or its reproduction). At the same time, the increase in the number of means expands the scope of communication.

Two opposing views on these processes belong to M. McLuhan and E. Sapir. According to McLuhan, the means largely determine the content of the message. He believed that modern culture is essentially visual, unlike, for example, the culture of the 19th and early 20th centuries, which was predominantly written (printed). The globalization of communication, according to McLuhan, leads to the emergence of a single communicative space - the "global village".

Intercultural communication - communication between representatives of different human cultures (personal contacts between people, less often - indirect forms of communication (for example, writing) and mass communication).

The concept was introduced in the 1950s by American cultural anthropologist Edward T. Hall as part of a program he developed for the U.S. State Department to acclimate American diplomats and businesspeople in other countries.

The features of intercultural communication are studied at an interdisciplinary level and within the framework of disciplines such as cultural studies, psychology, linguistics, ethnology, anthropology, and sociology, each of which uses its own unique approaches in its research.

Initially, to describe intercultural communication, the classical concept of culture was used as a more or less stable system of conscious and unconscious rules, norms, values, structures, artifacts - national or ethnic culture.

Intercultural communication as a scientific discipline is at its infancy and is characterized by two characteristic features : practical nature (the goal is to facilitate communication between representatives of different cultures, reducing the potential for conflict) and interdisciplinary nature.

But to describe the processes of intercultural communication and understand its specific features, the framework model that we will use in the future is more suitable.

The circular model consists of the following elements: sender (source) - encoding - message - channel - decoding - receiver - feedback. Intercultural communication is the process of communication between representatives of different human cultures (personal contacts between people, less mediated forms of communication (for example, writing) and mass communication).

Results and discussion

The characteristics of intercultural communication are studied at an interdisciplinary level and within the framework of disciplines such as cultural studies, psychology, linguistics, ethnology, anthropology, sociology, each of which uses its own approaches in its research. It is believed that this concept was introduced in the 1950s by the American cultural anthropologist Edward T. Hall as part of a program developed for the US State Department to adapt American diplomats and businessmen to other countries.

Originally used to describe intercultural communication, the term intercultural dialogue is used to describe the classical understanding of culture as a more or less stable system of

conscious and unconscious rules, norms, values, structures, and artifacts of a national or ethnic culture.

Intercultural communication as a scientific discipline is in its infancy and is characterized by two characteristic features: practical nature (the goal is to facilitate communication between representatives of different cultures, reducing the potential for conflict) and interdisciplinary.

Recently, due to globalization processes and intensive migration, research on intercultural communication has become increasingly important. Types of communication:

1. By the number of participants and the long-term relationship between them: a. interpersonal (2 people, family) - the minimum number of participants, close relationships. The nature of development is to narrow or expand the distance. b. Intergroup/intragroup - the distance is greater, the number of participants c. professional (in business) d. public (through the media, television) e. intercultural (between different cultures, includes all of the above) 2. By functional approach: a. informative b. affective-evaluative (feelings, thoughts) v. recreational (information for recreation, in a playful form) d. persuasive (between people of different status, ideological attitudes) e. ritual (various customs, traditions) 3. By language use: a. oral (35%) - purely informational b. non-verbal (65%) - the formation of emotions 3. Features of non-verbal communication 1. Non-verbal communication complements verbal 2. Non-verbal communication is the opposite of verbal 3. Non-verbal communication replaces verbal 4. non-verbal communication serves as a regulator of verbal. Means of non-verbal communication:

1. kinesics (facial expressions, gaze, gestures, posture) 2. prosodic (voice and intonation means) 3. takeics (touches) 4. sensory (perception through the senses, manifestation of sensations) 5. prosemics (spatial structure of communication) 6. chronemics (temporal structure of communication)

People automatically act in accordance with them, but in international communication it is important to remember that they can differ significantly in different cultures. A high need for close contact during communication is characteristic of Latin American, Arab countries and Southern European cultures, while a low level distinguishes Northern European, Central and Southeast Asian cultures. Although the choice of communication distance is made unconsciously, a person always reacts if the distance chosen by the partner does not correspond to cultural norms. Violation of cultural distances is perceived negatively, people try to change it. If one of the partners comes too close, the other retreats at this time, trying to maintain a comfortable distance for himself.

A less obvious aspect of our communication - time - is one of the attributes of non-verbal communication. The temporal characteristics of communication also have their own cultural variability. Currently, the expansion of ties in the fields of culture and politics, education and science, sports and tourism, as well as globalization and the rapid migration processes in the world due to these ties, determine the problems of intercultural communication as urgent, worthy of a separate theoretical perspective and practical consideration. Culture, due to its enormous potential, is able to unite representatives of different nationalities and professions, language and religious communities, age groups, who can build dialogue only on the basis of mutual understanding. Issues of intercultural dialogue in the field of international relations, business and politics acquire a professional character. International educational and scientific relations are today the main forms of intercultural dialogue and can be considered the most promising, since students and scientists are distinguished by academic mobility (internships, exchanges), a constant desire to acquire new knowledge. Sport as an international phenomenon with deep historical roots, as well as international tourism, are forms of intercultural dialogue. Intercultural dialogue (IC) - dialogue between representatives of different cultures; "... adequate mutual understanding between two participants in a communicative act belonging to different national cultures. The fact is that even if they speak the same language, people cannot always understand each other correctly, and the reason for this is often the difference in cultures.

Conclusion

In conclusion, it can be said that intercultural communication is an integral part of human professional culture. The culture of business communication contributes to effective cooperation between business partners. Interestingly, in many foreign countries such a scientific direction as "communication science" is developing. This scientific direction studies various types and forms of communication from the perspective of linguistics, psycholinguistics, sociolinguistics, rhetoric, linguistics and cultural studies, etc. The study of this topic is a long and laborious process, the structure and relationships of everyday life, both interpersonal and international, are in the process of change.

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