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## INTERCULTURAL COMMUNICATION IS A COMMUNICATION BETWEEN DIFFERENT HUMAN CULTURES.

Ivliyeva Galina Gafurovna –  
senior teacher

Department of "Natural-Scientific and Humanitarian sciences" of the Correspondence faculty, Tashkent  
institute of Finance

**Abstract.** This article deals with intercultural communication as communication between different human cultures (personal contacts between people, at least - mediated forms of communication (such as email), and mass communication). We analyze the characteristics of intercultural communication, which are studied on an interdisciplinary level and in sciences such as cultural studies, psychology, linguistics, ethnology, anthropology, and sociology, each using their own approaches to their study.

**Key words:** intercultural communication, cultural studies, psychology, linguistics, ethnology, anthropology, sociology, human cultures.

It is believed that the concept of intercultural communication was introduced in the 1950s by the American cultural anthropologist Edward T. Hall as part of a program he developed for the US State Department to adapt American diplomats and businessmen in other countries.

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

At present, the so-called. a dynamic understanding of culture as a way of life and a system of behavior, norms, values, etc. of any social group (for example, urban culture, culture of generations, culture of an organization). The dynamic concept of culture does not imply a strict stability of the cultural system; to a certain extent, it can change and be modified depending on the social situation.

As a scientific discipline, intercultural communication is in its infancy and is distinguished by two characteristic features: applied nature (the goal is to facilitate communication between representatives of different cultures, reduce conflict potential) and interdisciplinarity.

Research on intercultural communication has recently become increasingly important due to the processes of globalization and intensive migration.

Types of communications:

1. By the number of participants and distant relations between them:

- a. interpersonal (2 people, family) - the minimum number of participants, close relationships. The nature of development is the narrowing or expansion of the distance.
- b. intergroup / intragroup - the distance is greater, as is the number of participants
- c. professional (in business)
- d. mass (through an intermediary - the media, television)
- e. intercultural (between different cultures, includes all of the above)

2. With a functional approach:

- a. informative
- b. affective-evaluative (feelings, opinions)
- c. recreational (information for recreation, in a playful way)
- d. convincing (between people of different statuses, ideological attitudes)
- e. ritual (various traditions, customs)

3. By language use:

- a. verbal
- b. non-verbal

Functions of non-verbal communication

- a. non-verbal communication complements verbal
- b. non-verbal communication contradicts verbal
- c. non-verbal communication replaces verbal
- d. non-verbal communication serves as a regulator of verbal

Non-verbal means of communication:

- 1. kinesics (facial expressions, gaze, gestures, posture)
- 2. prosody (voice and intonation means)
- 3. sensory (sensory perception, manifestation of sensations)
- 4. proseemics (spatial structure of communication)
- 5. chronemics (temporal structure of communication)

Communication is an act or process of transferring information to other people or living beings, a connection between two or more individuals based on mutual understanding, the communication of information by one person to another or a number of people. Information is the result, mediated by forms of communication, of reflecting a changeable object by a changing one in order to preserve their systemic integrity. Information is primary and meaningful - this is a category, therefore, it is introduced into the categorical apparatus of science as a portrait - description, through related categories: matter, system, structure, reflection. In the material world (human), information materializes through its carrier and exists thanks to it. The essence of the material world appears before the researcher in the unity of form and content. Information is transmitted through a medium. The material carrier gives the information a form. In the process of shaping, the information carrier is changed. The term information has no definition, since it is not a concept. There is information in the communication channels of control systems. The category of information should not be confused with the concept of knowledge. Knowledge is defined through the category information. Information - information about persons, objects, facts, events, phenomena and processes, regardless of the form of their presentation. Information reduces the degree of uncertainty, incompleteness of knowledge about persons, objects, events, etc. Information is everything that leads to a change or preservation of the state of the object included in the communication. Language is the totality of all the words of a people and their correct combination to convey thoughts, a system of communication consisting of small fragments and a set of rules that regulate the way these fragments are used to make an utterance that makes sense. The system of sounds and written signs used by the population of a certain country or region in order to communicate with each other. Culture is a way of life, especially the common customs and beliefs of a certain group of people at a certain time: customs, beliefs, art.

Japanese scientist Matsumoto: "In the field of social psychology and communication, the term interpersonal communication usually refers to communication that occurs between people who come from the same cultural environment; in this sense it is synonymous with the term intracultural communication. Definition of A.P. Sadokhin of intercultural communication: "Intercultural communication is a set of various forms of relations and communication between individuals and groups belonging to different cultures" The term culture is of Latin origin and it appeared in the era of Roman antiquity. This word comes from the verb "colere", which meant "cultivation", "processing, care". In this sense, it was used by the Roman politician Mark Porcius Cato (234-149 BC), who wrote the treatise *De agri cultura*. The starting point in the formation of scientific ideas about culture is considered to be the treatise "Tusculan Conversations" by the Roman orator and philosopher Mark Tullius Cicero (106-43 BC), who used this agronomic term metaphorically, i.e. in a different, figurative sense.

Greetings in a number of countries have a national coloring. Handshakes are the main form of greeting. But in some countries it is not customary to shake hands with women, so wait until the woman herself extends her hand to you. Kisses on the cheek are common in France and the Mediterranean countries, and hugs are common in Latin America. Two palms pressed to each other in front of the chest is an Indian national greeting. About the attitude towards people of a different age. Everywhere you need to show respect for elders. They should be the first ones to start the conversation. When older people enter the room, stand up.

A general advice when accepting unfamiliar food is to eat what is offered to you and do not ask what it is. Cut your portion into small pieces - so it will easily get into your stomach.

In many countries, business is influenced by religion - on the daily routine and working months and days. Learn more about the religion of a given country, but do not enter into discussions on such topics. Know and remember that Buddhist images are sacred: you can't step on the threshold in Thailand - good spirits live under it; never distract the person facing Mecca; without permission, do not take pictures or touch religious attributes with your hands.

Everywhere you must have a business card with you, which indicates: the name of your organization, your position, titles. Abbreviations should not be used. In Southeast Asia, Africa and the Middle East, always hold out your business card with your right hand. In Japan, it is served with two hands, with the correct side towards the partner.

Beware of using familiar gestures, say `V` (sign of victory). In other countries, they may have a completely different, not always decent, meaning.

The strong features of the German national character are well known: diligence, diligence, punctuality, rationality, frugality, organization, pedantry, seriousness, prudence, striving for orderliness.

The generally accepted definitions of intercultural communication are:

- interpersonal communication in a special context, when the cultural difference of its participants is revealed;
- communication between carriers of different cultures, when their differences lead to certain difficulties;
- a set of relationships between representatives of different cultures.

The variety of interpretations of the analyzed concept is embodied in a variety of classifications of its types and types. For example, only at the micro level stand out:

- interethnic communication;
- communication between representatives of generational subcultures;
- communication between representatives of different social strata, demographic groups (religious, age and gender, etc.), etc.

Thus, already the initial analysis of the phenomenon of intercultural communication gives grounds to judge the complexity, ambiguity of this phenomenon, therefore, the emergence and emergence of various theoretical and methodological concepts is natural. In modern science, such directions in the theory of intercultural communication are known as:

- the theory of uncertainty reduction;
- theory of adaptation;
- theory of rules;
- rhetorical theory;
- constructivist theory;
- the theory of social categories and circumstances;
- the theory of conflicts.

This is a list of the main concepts developed to date in the theory of intercultural communication.

In its most general form, intercultural communication is the interaction of individuals, groups or organizations belonging to different cultures. The decisive question here is the question of the significance of cultural differences, the ability to recognize, understand and adequately take them into account in the process of communication. To achieve mutual understanding in such a process, a certain set of knowledge, skills and abilities common to all communicants is required, which in the theory of intercultural communication is called intercultural competence.

Unlike the phenomenon of competence, the concept of intercultural competence does not have such a high degree of scientific development. According to A.P. Sadokhin, the issues of intercultural competence have not yet become the subject of special studies.

In foreign science, the concept of "intercultural competence" arose during the formation of intercultural communication as an independent scientific discipline. In the context of attitudes towards another culture, overcoming ethno-cultural centrism, intercultural competence began to be seen as "a complex of analytical

and strategic abilities that expands the interpretative spectrum of an individual in the process of interpersonal interaction with representatives of another culture."

Professional knowledge of a foreign language for the purpose of intercultural communication should create conditions for understanding a different culture and its translation by means of native culture, which are based on the above-mentioned functions of intercultural communication. Consequently, the formation of intercultural competence should involve the differentiation of the entire layer of cultural, regional, sociocultural and linguistic knowledge, communicative and strategic skills. The main attention should be directed to the behavioral culture, that part of it, in which the regulative rules of verbal and non-verbal behavior are fixed. You can understand culture as a set of feelings, ideas and relationships, you can understand it as a certain type of mentality, as a certain cognitive base. One thing is absolutely clear: the culture of the country cannot be studied by textbooks, culture cannot be taught using the most advanced methods, it can be mastered in the process of intercultural communication, since the assimilation of a certain fragment of culture is the end result of any communication.

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