

## **INTERCULTURAL COMMUNICATION: ESSENCE, OBJECT, HISTORY**

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### **Annotation**

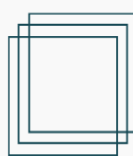
Communication with a stranger requires the use of a certain stock of knowledge to assess the possible results and consequences of contact with him. The difficulty in studying thinking is that researchers do not have the ability to directly observe what is going on in another person's head. Intercultural communication is characterized by the fact that when representatives of different cultures meet, each of them acts in accordance with their own cultural norms.

**Keywords:** researchers do not have the opportunity to directly observe, fanaticism in defending their position, each person needs a certain orderliness of his life, to choose adequate forms of verbal and non-verbal communication.

The first perception of a person is often the decisive factor for subsequent interactions with him. What is often encountered with a person's ignorance requires the use of a certain knowledge base to assess the possible consequences and consequences of the relationship with him. Here, as a criterion, they usually adopt their own cultural norms, on the basis of which their appearance, inner qualities, and behavior are evaluated. Based on subjective ideas about "how long it will take", appropriate conclusions are drawn and assumptions are made. At the same time, the question arises as to whether the conclusions of actual activity and the assessment are in accordance with the rules of etiquette, because other people's perceptions often arise unconsciously, automatically. The difficulty in learning to think is that researchers do not have the ability to directly observe what is happening in another person's head. Only people's attitudes to hypothetical stimuli can be explained, on the basis of which the conclusion about the characteristics of cognitive processes is delayed.

The first approach refers to a situation in which the subject of communication theory is considered to be a set of knowledge about different objects and communication processes studied in other disciplines. As mentioned above, this knowledge has been accumulated by many. The advantage of this approach is that the subject area of communication theory can always expand due to the emergence of new knowledge.

In addition, in overcoming the psychological barriers of communication, each individual must have internal psychological skills that are associated with the ability of the individual to relieve excessive stress, mobilize to master the initiative in communication, emotionally tune in to the communication situation, choose adequate forms of verbal and non-verbal communication, use emotions as effective means of communication, etc.  
[2]



In collectivist cultures, it is believed that only with the help of a group it is possible to achieve success, while in individualistic cultures it is believed that the efforts and abilities of the individual himself lead to success. [3]

Intercultural communication is characterized by the fact that when representatives of different cultures meet, each of them acts in accordance with their own cultural norms. The vital activity of people in any country is determined by the norms existing in a particular culture that regulate broad areas of human thinking and behavior. Generally accepted norms of behavior have a great impact on interpersonal relationships. [4]

Of particular difficulty is the translation of literary texts, where there is a play on words, various means of artistic expression, allusion, etc. The more differences in the cultures of communication partners, the more differences in the interpretation of words, behavior and symbols.

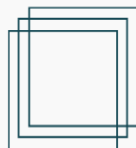
The need for identity is caused by the fact that each person needs a certain orderliness of his life activity, which he can get only in the community of other people. To do this, he must voluntarily accept the elements of consciousness dominating in this community, tastes, habits, norms, values and other means of interconnection adopted by the people around him.

The growth of national and cultural self-awareness is accompanied by outbursts of aggressiveness towards persons of a different nationality, irreconcilability in dialogue with a different point of view, fanaticism in defending one's position. In addition, cultural ethnocentrism becomes the main obstacle to building dialogical relations between cultures - it gives rise to the problem of mutual inaudibility and incomprehensibility of interacting cultural systems, and the main reason for their mutual misunderstanding is that the questions and answers of one do not enter the problem field of the other, remain as would be beyond the boundaries of her consciousness. [5]

Ethnic specificity does not remain unchanged, it develops in its own way for each nation, but at the same time its fundamental elements are preserved. Thus, despite the strengthening and deepening of interethnic contacts, ethnocultural differences will persist in the future. Relations in the field of politics, economy and culture should develop taking into account the ethnic and civilizational diversity of our world.

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