



THE SIGNS OF ACCULTURATION AND ASSIMILATION IN THE LANGUAGE OF MASS MEDIA

Masudova Nigora

Master Student of SamSIFL

Ma’sudov Nizomiddin

Supervisor, the teacher of SamSU KNI

Shomurodova Naima

Scientific supervisor, the teacher of SamSIFL

Abstract: *Acculturation and language proficiency have been found to be related both in terms of second language acquisition (Schumann, 1978, 1986) and socio-psychological adjustment in intercultural communication (Ward, Bochner, & Furnham, 2001). However, predictions about the effect of a particular strategy on success differ, assimilation creates the most favorable conditions for SLA and serves as integration for general well-being.*

Key words: *assimilation, acculturation, culture shock, language attitudes, cultural notions.*

Introduction

An integrated interactive theory of mass media communication and immigrant acculturation processes challenges the conventional linear assumption that media communication is a stimulus and immigrant acculturation is a response. The acculturation process is a natural adaptation process that occurs in and through communication. It is the process of acquiring the methods of communication of a receptive society. The process of acculturation is interactive and continuous, evolving in and through communication with the immigrant’s new environment. Subsystems of the host society that have direct and significant functional relevance to the daily lives of immigrants have the greatest impact on acculturation processes. The role of the mass media depends on the susceptibility of immigrants and has more limitations in regulating immigrant behavior than the role of personal and interpersonal communication. Mass media use interpersonal communication to facilitate acculturation, and its influence is particularly strong early in this process.

Assimilation to a different culture, typically the dominant one. It is a process of social, psychological and cultural change that results from the balancing of two cultures in adapting to the existing culture in society.

To be more precise, people go abroad and learn new language with culture as well. These residents undergo the process of acculturation. According to Choi and Tamborini, in this process they turn to the media to learn about their new cultural environment. As Stephenson said, “current models of acculturation suggest that it is a complex and multidimensional process in which immigrants retain aspects of their native culture while they acquire the host society’s culture through adopting its attitudes, norms, values, and behaviors. There are some notions and thoughts that as immigrants become acculturated to a host society, their uses of host media increase while their uses of native media decrease.



An intriguing finding of this study is that native language media use is obviously and positively connected with acculturation indicators. To illustrate, Elasmers and Hunter wrote that foreign media and ethnic media possibly impact on immigrants to adopt aspects of culture while simultaneously reinforcing immigrants' native cultures.

From the invention of the printing press to the spread of the Internet, the media industry increased media access through asymmetric cost reductions assimilation between different groups in society. Scientists have long wondered about the sudden the democratization of media consumption will have a profound impact on cultural change and most of all for the homogenization of culture. This claim has recently gained new momentum rise of globalization and growing of critics warning of its demise of local identity. On another note, the economics literature suggests that society regions with strong ethnic, cultural, or local divisions are more likely to occur in one region. From economic and political problems such as declining government quality, economic decline, etc. Development and poor labor market outcomes. Controversial subject matter, but we know very little about how active the media are cultural change and cultural homogenization.

REFERENCES:

- 1.Advani, Arun and Bryony Reich. 2015. “Melting pot or salad bowl: the formation of heterogeneous communities.” IFS Working Papers W15/30, Institute for Fiscal Studies.
- 2.Alesina, Alberto and Eliana La Ferrara. 2005. “Ethnic Diversity and Economic Performance.” *Journal of Economic Literature* 43:762–800.
- 3.Alesina, Alberto and Ekaterina Zhuravskaya. 2011. “Segregation and the Quality of Government in a Cross Section of Countries.” *American Economic Review* 101:1872–1911.
- 4.Choi, J., & Tamborini, R. (1998). Communication-acculturation and the cultivation hypothesis, 1, 57-74.
- 5.Chung, R. H., Kim B., & Abreu, J. (2004). Asian American Multidimensional Acculturation Scale: Development, factor analysis, reliability, and validity. *Cultural Diversity and ethnic Minority Psychology*, 10, 66-80.
- 6.Elasmers, M. G., & Hunter, J. (1993). The impact of foreign TV on a domestic audience: A meta analysis. *Communication Yearbook*, 20, 47-69.
- 7.Johnson, M. A. (1996). Latinas and television in the United States: Relationships among genre identification, acculturation, and acculturation stress. *Howard Journal of Communications*, 7,289-313.