

THE CONCEPT OF INTERCULTURAL COMMUNICATION

Jumayeva Shahlo Shokirovna

Teacher of the "Uzbek language and literature, foreign languages" TIAME NRU Bukhara institute of natural resources management

Abstract : *The article is about the concept of intercultural communication. Originally, the so-called classical understanding of culture as a more or less stable system of conscious and unconscious rules, norms, values, structures, artifacts - national or ethnic culture - was used to describe intercultural communication.*

Key words: *the concept of intercultural communication, system of conscious and unconscious rules, norms, values, structures, artifacts, informative, affective-evaluation, recreational, persuasive, ritual*

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 programme he developed for the US Department of State to adapt American diplomats and businessmen in other countries.

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

Today, the so-called dynamic understanding of culture as a way of life and a system of behavior, norms, values, etc. of any social group (e.g. urban culture, culture of generations, organizational culture) is increasingly dominant. The dynamic concept of culture does not imply strict stability of the cultural system; it can be changed and modified to a certain extent depending on the social situation.

As a scientific discipline, intercultural communication is still in its infancy and has two characteristics: applied (the aim is to facilitate communication between different cultures and to reduce conflict potential) and interdisciplinary.

Intercultural communication, or communication between people from different cultures, involves both personal contacts between people and mass communication. The peculiarities of intercultural communication are studied at an interdisciplinary level and within the framework of sciences such as culturology, psychology, linguistics, ethnology, anthropology and sociology, each of which uses its own approaches to study them.

Communications can be classified as follows:

1. By the number of participants and the distance between them:
 - interpersonal (2 people, family) - minimum number of participants, close relationships. Nature of development - narrowing or extending the distance.
 - inter-group/inter-group - more distance as well as number of participants c. professional (in business)
 - mass (through an intermediary - mass media, television)
 - intercultural (between different cultures, includes all previous ones)
2. With a functional approach:

- informative
- affective-evaluation (feelings, opinions)
- recreational (information for recreation, in game form)
- persuasive (between people of different statuses, ideological attitudes)
- Ritual (different traditions, customs)
- 3. On the use of language:
 - Verbal
 - nonverbal
- 3. Functions of non-verbal communication
 - non-verbal communication complements verbal communication
 - Non-verbal communication contradicts verbal communication
 - non-verbal communication replaces verbal communication
 - non-verbal communication serves as a regulator of verbal communication

Non-verbal means of communication:

1. kinesics (facial expressions, looks, gestures, postures)
2. viewing (voice and intonation tools)
3. tachesica (touching)
4. Sensorica (sensory perception, manifestation of feelings)
5. promiscuity (spatial structure of communication)
6. chronecology (temporary structure of communication)

Japanese scientist Matsumoto defines intercultural communication in this way:

"In social psychology and communication, the term interpersonal communication usually refers to communication that takes place between people from the same cultural environment; in this sense, it is synonymous with intracultural communication.

As a conclusion we can say that proverbs and sayings, which are an indispensable attribute of folklore and, in turn, an attribute of the culture of a given people, reflect the life of the nation to which they belong, the way of thinking and the character of the people. Proverbs and sayings are diverse, and they are as if outside the time space. Indeed, no matter what time we live in, proverbs and sayings will always remain relevant, always in their place. Proverbs and sayings reflect the rich historical experience of the people, representations related to work, everyday life and culture of people. The correct and appropriate use of proverbs and sayings gives speech a unique originality and special expression.

REFERENCES:

1. Английские и русские пословицы и поговорки, М.И. Дубровин. Москва: Просвещение, 1993 год;
2. Русско-английский словарь пословиц и поговорок, С.С. Кузьмин, Н.Л. Шадрин. Москва: Русский язык, 1989год;
3. Англо-русский фразеологический словарь, А.В. Кунин. 4 издание, Москва, 1984 год;

4. Крылатые слова: их происхождение и значение, Н. М. Эльянова Ленинград: Просвещение, 1971 год;
5. Maqsudovna A. M. ORIGIN OF PROVERBS AND SAYINGS AND THEIR PRIMARY SOURCES //International Engineering Journal For Research & Development. – 2020. – Т. 5. – №. 7. – С. 4-4.
6. Maqsudovna A. M. ORIGIN OF PROVERBS AND SAYINGS AND THEIR PRIMARY SOURCES //International Engineering Journal For Research & Development. – 2020. – Т. 5. – №. 7. – С. 4-4.
7. Artikova M. M. ЛИНГВИСТИЧЕСКИЕ ПРОБЛЕМЫ ПЕРЕВОДА С АНГЛИЙСКОГО ЯЗЫКА НА РУССКИЙ.
8. Артикова М. М. ИНТЕНСИВНОЕ ОБУЧЕНИЕ ГОВОРЕНИЮ НА ИНОСТРАННЫХ ЯЗЫКАХ //Интернаука. – 2017. – №. 9-2. – С. 9-11.
9. Artikova M. M. LANGUAGE SKILLS IN LEARNING ENGLISH LANGUAGE //Мировая наука. – 2018. – №. 6. – С. 3-5.
10. Khikmatovna J. N. NEW IN ENGLISH LANGUAGE DISTANCE TEACHING //International Engineering Journal For Research & Development. – 2020. – Т. 5. – №. 7. – С. 4-4.
11. Sadikovna M. M. IMPROVEMENT OF MECHANISMS FOR TEACHING THEORY AND PRACTICAL SKILLS OF FUTURE RUSSIAN TEACHERS USING MEDIA TECHNOLOGIES //International Engineering Journal For Research & Development. – 2020. – Т. 5. – №. 7. – С. 4-4.