



THE ANALYSIS OF LANGUAGE AS A MECHANISM FOR FACILITATING CROSS-CULTURAL CONNECTIVITY

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Annotation: This article discusses the function of language in various cultures, its diversity and linguistic features, and how it affects people's ability to comprehend their own culture when it is spoken in other nations. International scientists' leading theoretical conceptions serve as the foundation for learning the significance of language in various cultures.

Key words: language, culture, diversity, social differences, ethnicity, cross-cultural interactions, impacts.

INTRODUCTION

It is impossible to overstate the importance of language in fostering successful cross-cultural collaboration. According to Schmid (2001), language is a faculty of the human brain. It helps people understand both their own and other cultures. There are numerous nations with a wide variety of cultures. When learning about a foreign nation, one may encounter obstacles to social integration brought about by cultural differences. According to Solomon and Schell (2009), cultural diversity can result in misinterpretations of other nations' cultures and ideas. Language is used to address cultural differences and promote in-depth perspectives of the foreign nation. The following paper will discuss whether learning a language is required when studying abroad, keeping in mind that culture is a significant point of interaction and the role that language plays in experiencing culture holistically. The article will distinguish between the various cultural differences indicated by the essential elements and universal communication of language in the stack of ideas in order to establish the significance of the language. A group's beliefs, language, and social customs are all part of its culture. Chen (2009) asserts that culture has an impact on how people interact, perceive one another, and behave in ways that are enhanced by cultural address. One society's differences are described by its culture. Moreover, language is very critical for peculiar social integration. According to Kim (2001), people from different cultural backgrounds exchange ideas as a result of cross-cultural communication.

According to Li, language is an essential component of cross-cultural communication because it fosters open communication between people from different cultural backgrounds and brings them together.

According to Tochon (2009), language has a unique cultural meaning and is a significant component of culture. Language promotes letting go of other people's ethnic similarities and learning how different cultures view one another, according to Chen (2009). That being said, Samovar and Porter (2004) found that language is how people experience and acquire culture. Language appears to be the primary medium through which culture is transmitted. Because of this, depending on a number of different perspectives, language plays a crucial part in promoting a thorough understanding of a nation. For this reason, learning the language is now a must when studying in a nation.

MATERIALS AND METHODS

Language diversity contributes to the existence of obstacles that prevent other groups' cultures from being explored. The continuum of intercultural communication is crucial when examining the nonverbal characteristics, relationships, and norms that influence a nation (Beamer & Varner 2009). Even though learning a language is important when studying a different culture, the era of new media has eliminated the cultural barriers that existed in traditional societies, which means that language is no longer necessary (Laponce 2003).

It is evident that Beamer and Varner (2009) contended that a variety of measurements provide a means of readily comprehending a culture or identity without the need to learn the language of that culture. For instance, a nation's culture is composed of symbols that can be understood through observation. According to Appiah (2006), a skilled intercultural communicator possesses the qualities of flexibility and the capacity to tolerate uncertainty. Furthermore, by explaining the symbols, flexibility and open-mindedness are essential components that can be used to investigate a nation's cultural phase.

Maloof, Rubin, and Miller mention non-language codes as additive language in multicultural communication. For this reason, the codes offer a forum for communication and exploration of the senses in a foreign culture. The non-language codes are linked to a community's culture; they allow people to explain phrases across cultural boundaries without having to learn the potential language. For example, in soaring context cultures, meaning is assigned and the various aspects of the nation are learned through the use of body language, facial expressions, and objects that are symbolic to the culture. Furthermore, effective cross-cultural communication involves many different aspects of interactions and is not solely dependent on language (Wiseman 2003). Because of this, nationalization and the use of existing foundations, like the employment of interpreters and the capacity to decipher symbols, offer alternatives that can be used to promote successful integration in a new nation (Chen 2009). The world has become more interconnected in recent years, and a diverse range of cultures and races now make up modern society. According to Laponce (2003), new forms of communication and technological advancement have caused a dramatic increase in global connectivity. Multifaceted

cultural hybridization has occurred worldwide, despite the fact that globalization has not eliminated cultural disparities. For example, the variety of cultures has produced systematic cultural values that facilitate the removal of barriers that previously existed due to linguistic diversity. The information about the cultural relativity and connections have been brought by the globalization.

RESULTS AND DISCUSSION

According to Li, international languages have been incorporated into various domains of the world, and communication is flexible in the modern world. Both the global and rural levels have witnessed the ensuing hybridization and cultural integration. The effective media has fueled globalization and changed many facets of human society. People from various nations, for instance, oversee the existence of multinational corporations and propel global economic expansion.

Furthermore, Tochon (2009) pointed out that the 21st century, with its technological advancements and the advent of the new media age, has brought about sociocultural shifts and new perspectives on what society is. Cultural interaction has been reexamined in the new distribution. As a result, cross-cultural communication that is not based only on language has emerged. As a result, people can communicate and promote release across many dimensions of the world's interconnectedness without having to learn a foreign language. Due to their widespread use and ease of learning, international languages have created a platform for communication. The medium used for communication is language. It plays a crucial part in comprehending the wealth of ideas pertaining to a particular community. Language is a communication tool that facilitates interpersonal communication, according to Fisher (2008). However, as Solomon and Schell (2009) point out, language enhances self-awareness and shapes assumptions. Language plays a crucial part in breaking down social barriers and facilitating smooth interactions with locals in an intercultural context. Nonetheless, interactions are not restricted by a lack of proficiency in the native tongue.

CONCLUSION

We live in a globalized world. Internationally recognized languages that serve as a resource for interactions in a number of international forums have boosted and fueled acceptance of a global culture. Many aspects of nationalization and technology alter interactions, even though language plays a crucial part in cross-cultural communication. Therefore, it is possible to study in a nation without being able to speak the language.

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