

THEORETICAL LINK BETWEEN PLATFORMS AND CROSS-CULTURAL COMMUNICATION

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Abstract. This study explores the theoretical relationship between digital platforms and cross-cultural communication. It explores how digital environments facilitate intercultural interaction, shape cultural exchange, and influence communicative behaviour across linguistic and cultural boundaries. It also highlights key theoretical perspectives and emphasizes the role of digital platforms in promoting global connectivity and cultural understanding.

Key words: digital platforms, cross-cultural communication, globalization, intercultural competence, online interaction, digital discourse.

Annotatsiya: Ushbu tadqiqot raqamli platformalar va madaniyatlararo muloqot o'rtasidagi nazariy bog'liqlikni o'rganadi. Unda raqamli muhitlar madaniyatlararo o'zaro aloqalarni qanday osonlashtirishi, madaniy almashinuvni qanday shakllantirishi hamda lisoniy va madaniy chegaralar osha kommunikativ xulq-atvorga qanday ta'sir ko'rsatishi tadqiq etiladi. Shuningdek, maqolada asosiy nazariy qarashlar yoritiladi va global bog'liqlik hamda madaniy tushunishni targ'ib qilishda raqamli platformalarning o'rni ta'kidlanadi.

Kalit so'zlar: raqamli platformalar, madaniyatlararo muloqot, globallashuv, madaniyatlararo kompetensiya, onlayn muloqot, raqamli diskurs.

Аннотация: В данном исследовании рассматривается теоретическая взаимосвязь между цифровыми платформами и межкультурной коммуникацией. Изучается, как цифровые среды способствуют межкультурному взаимодействию, формируют культурный обмен и влияют на коммуникативное поведение через лингвистические и культурные границы. В работе также освещаются ключевые теоретические перспективы и подчеркивается роль цифровых платформ в содействии глобальной связности и культурному взаимопониманию.

Ключевые слова: цифровые платформы, межкультурная коммуникация, глобализация, межкультурная компетенция, онлайн-взаимодействие, цифровой дискурс.

Introduction

In the era of globalization, digital platforms have become essential tools for communication across cultures. Social media, online forums, and messaging applications enable individuals from diverse cultural backgrounds to interact in real time, creating new forms of intercultural dialogue.

Cross-cultural communication refers to the process of exchanging information between individuals from different cultural context. According to Hall(1976), culture influences communication styles, perceptions, and meanings. With the emergence of digital platforms, these interactions have become more frequent and complex.

Scholars such as Crystal (2006) argue that the internet has fundamentally transformed communication by removing geographical barriers and enabling global interaction. Similarly, Herring (2013) highlights that computer-mediated communication creates unique discourse patterns shaped by both technology and culture.

The relevance of this study lies in the increasing importance of intercultural competence in digital environments. As individuals engage with global audiences, understanding the theoretical link between digital platforms and cross-cultural communication becomes crucial.

The aim of this study is to analyze how digital platforms influence and shape cross-cultural communication from a theoretical perspective.

Materials and Methods

The research is based on theoretical and analytical approaches to digital communication and intercultural studies. The study draws on academic literature in the fields of: intercultural communication theory, digital discourse analysis, computer-mediated communication (CMC)

Key sources include works by Hall (1976), Hofstede (2011), Crystal (2006), and Herring (2013). In addition, examples from widely used digital platforms such as social media and messaging applications are considered.

Results

The analysis shows that digital platforms play a significant role in shaping cross-cultural communication through several key mechanisms.

1. Global Accessibility and Interaction

Digital platforms such as social media enable users from different cultural backgrounds to communicate instantly. This supports what Castells (2010) describes as a “network society,” where communication is no longer limited by geography.

2. Cultural Exchange and Hybridization

Online interaction leads to the exchange of cultural values, norms, and expressions. As a result, hybrid forms of communication emerge, combining elements from different cultures. This process reflects the concept of cultural globalization.

3. Influence on Communication Styles

Digital communication often reduces formality and encourages concise expression. However, cultural differences still affect communication styles. For example:

high-context cultures rely on implicit meaning

low-context cultures prefer direct communication

These differences, described by Hall (1976), remain visible even in digital environments.

4. Development of Intercultural Competence

Digital platforms provide opportunities for users to develop intercultural competence, defined by Byram (1997) as the ability to communicate effectively across cultures. Through online interaction, individuals learn to adapt their language and behavior.

Discussion

The findings indicate that digital platforms act as mediators of cross-cultural communication. They not only connect individuals globally but also influence how cultural meanings are constructed and interpreted.

One important theoretical perspective is Hofstede's cultural dimensions theory, which explains how values such as individualism and collectivism affect communication. These cultural dimensions are reflected in online interactions, influencing how users express opinions and respond to others.

At the same time, digital communication may create challenges, including: misunderstandings due to cultural differences, lack of non-verbal cues, language barriers.

Herring (2013) notes that computer-mediated communication lacks many contextual elements of face-to-face interaction, which can complicate interpretation.

Despite these challenges, digital platforms also promote inclusivity and cultural awareness. They allow users to engage with diverse perspectives and develop a more global mindset.

Conclusion

In conclusion, this study has explored the theoretical link between digital platforms and cross-cultural communication. The analysis demonstrates that digital environments significantly influence how individuals from different cultures interact and exchange information.

Digital platforms facilitate global communication, encourage cultural exchange, and contribute to the development of intercultural competence. At the same time, they introduce new challenges related to interpretation and cultural differences.

It can be concluded that digital platforms do not simply transmit communication; they actively shape it. Understanding this relationship is essential for effective communication in a globalized digital world.

References

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