THE ROLE OF CULTURAL DISCOURSE IN ENHANCING INTERCULTURAL COMMUNICATION

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Abstract. This article examines the significance of cultural discourse in modern linguistics and its impact on intercultural communication. It explores how cultural values, norms, and social contexts shape linguistic interactions. The study highlights the necessity of understanding cultural discourse to avoid misunderstandings in global communication.

Key words: cultural discourse, intercultural communication, linguistics, social context, communicative competence.

РОЛЬ КУЛЬТУРНОГО ДИСКУРСА В УЛУЧШЕНИИ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

Аннотация. В данной статье рассматривается значение культурного дискурса в современной лингвистике и его влияние на межкультурную коммуникацию. Исследуется, как культурные ценности, нормы и социальный контекст формируют языковое взаимодействие. В исследовании подчеркивается необходимость понимания культурного дискурса для предотвращения недопонимания в глобальной коммуникации.

Ключевые слова: культурный дискурс, межкультурная коммуникация, лингвистика, социальный контекст, коммуникативная компетенция.

MADANIYATLARARO MULOQOTNI KUCHAYTIRISHDA MADANIY MULOQOTNING O'RNI

Annotatsiya. Ushbu maqolada zamonaviy tilshunoslikda madaniyat diskursining ahamiyati va uning madaniyatlararo muloqotga ta'siri yoritilgan. Madaniy qadriyatlar, me'yorlar va ijtimoiy kontekstning lisoniy aloqaga qanday ta'sir ko'rsatishi tahlil qilingan. Tadqiqot global muloqotda tushunmovchiliklarning oldini olishda madaniyat diskursini tushunish zarurligini ta'kidlaydi.

Kalit so'zlar: madaniyat diskursi, madaniyatlararo muloqot, tilshunoslik, ijtimoiy kontekst, kommunikativ kompetentsiya.

Introduction.

In the era of globalization, the intersection of language and culture has become a primary focus of linguistic research. Discourse is not merely a sequence of sentences but a complex social practice that reflects the speaker's cultural background. Cultural discourse refers to the way people within a specific culture communicate, reflecting their shared beliefs and values. According to Hall (1976), communication is deeply rooted in the cultural "context," which determines the meaning of messages. Understanding cultural discourse is essential for effective international cooperation and language

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teaching, as it helps learners navigate the nuances of foreign social interactions beyond grammatical rules.

Literature Review and Methodology.

The study of cultural discourse has been significantly influenced by researchers like Geert Hofstede and Edward T. Hall. Hofstede's dimensions of national culture provide a framework for understanding how different societies approach hierarchy, individualism, and uncertainty, which are all mirrored in their discourse styles. The methodology used in this research is based on a descriptive and comparative analysis of various cultural communication patterns. By examining "high-context" and "low-context" communication styles, we can observe how discourse varies across Western and Eastern cultures.

Discussion.

Cultural discourse functions as a bridge between language and social identity. For instance, in many Asian cultures, indirectness is a key feature of discourse used to maintain social harmony and "save face." In contrast, Western discourse styles often prioritize directness and clarity. These differences frequently lead to pragmatic failure in intercultural settings. When a person from a direct culture communicates with someone from an indirect culture, the lack of shared cultural discourse can lead to misinterpretations of intent. Therefore, communicative competence should include "cultural literacy"—the ability to decode the cultural subtext within a discourse.

Results.

The analysis shows that discourse is not culturally neutral. The research identifies three main levels where cultural discourse manifests:

1. Lexical choices: Words that carry specific cultural connotations (e.g., "privacy" in English vs. its equivalent in Uzbek).
2. Speech acts: How apologies, requests, and compliments are performed differently across cultures.
3. Non-verbal elements: Pauses, silence, and gestures that accompany spoken discourse.

Integrating these elements into language education improves students' ability to interact successfully in a diverse environment.

Conclusion.

In conclusion, cultural discourse is an inseparable part of linguistic interaction. It shapes how we perceive messages and how we present ourselves to the world. For students of foreign languages, mastering the grammar is only half the battle; the other half is understanding the cultural discourse of the target language. Promoting cultural awareness through discourse analysis will lead to more effective and empathetic global communication.

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