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## THE ROLE OF LANGUAGE IN INTERCULTURAL COMMUNICATION

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Organization of culture and art institutions

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### Abstract

**The purpose of the research:** This article will talk about the fact that at a time when different peoples, languages, cultures are now mixed, interest in other cultures, respect for them, trying to understand them, learning to approach them with patience is one of the pressing issues, the importance of Uzbek language in strengthening effective intercultural ties is considered important.

**Research methods:** We can use the “useful aspects of the history of languages” method, which is considered one of the innovative methods in this regard.

**Research results:** Ensure that all cultural institutions located throughout the Republic and cultural centers located in Termez make the most of world languages in the process of intercultural knowledge exchange.

**Practical application:** Psychological assessment of executive personnel, development of the set of qualities necessary for them and issues of the correct selection of candidates, further improvement of their knowledge through the study of world languages are widely covered in this article. Innovative approaches to the formation of language skills of leaders in cultural centers and the seriousness and relevance of scientific research in this area are discussed.

**Keywords:** *Culture, language, art, world, World, dialogue, social, communication, oral, understanding, effective, intercultural, communication, human, criterion, activity*

### Introduction

The word “culture” has different meanings in different disciplines, and as part of our initial socialization in life, through culture, each of us learns ways to communicate, Act, Think, use objects and tools in the world. This article covers issues such as language, culture, typology of cultures, types of communication, oral communication, culture adaptation, cross-cultural barriers and conflicts. The issues of ligvoculturology, current-

ly associated with the concept of language and culture, which are the focus of all in the science of linguistics, are being researched by most scientists, but have not found a solution. This is the same issue of our article – it is noteworthy that the new field of linguistics is focused on the intercultural relationship in the process of teaching a foreign language

The importance of language is considered important in enhancing effective intercultural communication. Language is an

ability in the human brain. It allows people to understand their culture and the culture of other countries. Each country has its own culture. When studying abroad, cultural differences can hinder interaction. The language helps to solve the cultural economy and develops the deep prospects of a foreign state. Given the important aspect of culture interaction and the role of language in making culture feel integrated, in this article we will examine whether language learning is necessary when studying abroad. Culture includes beliefs, language, and social habits that define the group. Culture affects the ways in which people communicate, the perception of each other and the relationships promoted on the basis of cultural orientation. Culture reflects the identity of the country. Intercultural communication implies the exchange of ideas between people of different cultural backgrounds. Language plays a decisive role in intercultural communication.

Language helps to understand the ethnic identity of other people and to learn how different cultures perceive each other. Thus, the language acts as the main vessel through which the culture is transmitted. Therefore, based on various points of view, language plays an important role in the development of deep understanding of the country. Thus, learning a language while studying in a country becomes a necessity. Cultural studies-studies the most general laws of the development of culture. Its source is all the cultural values that humanity has created. The main task of culturology is to study the joint activities of a person with nature, society, as well as all processes related to the spiritual marriage of people.

As a source of his research:

- man-made industry;
- language that is a means of dealing with people;
- knowledge that is the wealth and criterion of society;
- social relations and social organizations;
- serves demographic and ethnic processes occurring in society. Cultural science is considered a universal science, the characteristic of which is the approach of the phenomenon of a person's cultural life into an orderly system. It is also an extremely com-

plex object of knowledge, along with the fact that culture manifests itself in the embodiment of humanitarian knowledge.

Culture is not only a set of material and spiritual resources created by the creative activity of people, but at the same time it also represents the level of development of society, that is, the totality of knowledge, criteria and values in society is embodied in culture. In the study of culture, it is also possible not to use the traditional notions of objective laws, causal dependence in phenomena. As a general field, a systematic approach to culture provides the opportunity to comprehend the specifics of the different cultural spheres that affect each other in parts, and not in a holistic picture of them. The systematic approach makes it possible to use a huge number of methods of research. That is, the basis is to draw conclusions without contrasting and absolutizing the results obtained with some methods with others.

Culture is the level of development of society at a certain historical stage. Expressed in the form of Organization of human life and activities, the material and spiritual values created by humans and the cultural assets created by mankind remain not only the assets left by the people of the past, but also a mirror that reflects the thoughts and thoughts of human intelligence, life. Cultural differences in communication are due to differences between communicators sharing information with each other, which arise from differences in their cultures. These contradictions are manifested in the way each communicator thinks and behaves, so they change communication and its results.

Today in the Republic of Uzbekistan, rapid reforms are carried out in the political, social economic and cultural and educational spheres. As a result of these reforms, new developments and innovations in all areas are also being put into practice. At the same time, it is today's task to find solutions to the accumulated problems in these areas. Especially innovative and transformative processes in the fields of art and culture are felt by all citizens of Uzbekistan. It is necessary to further develop the field of culture and art, expand the network of institutions in this area and strengthen their material and technical con-

dition, organize the provision of quality services to the population and create favorable conditions for public-private partnership.

As you know, the peculiarities of foreign models of management – Japanese, German, Chinese, Swedish models – both the theories of management of the American author Frederick Taylor and the French scientist Henri Fayol, laws –principles-methods, their significance, both Parkinson’s rules, information communication technologies in man-

agement, and the peculiarities of distance education in today’s educational reforms will be a lesson for future leaders of the Decision-making, motivation, labor productivity in management are also studied as the main criteria for activity, analysis is applied. The requirements of our President Shavkat Mirziyoyev for cultural workers require high knowledge, a broad worldview, awareness of foreign literature from today’s leaders.

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