

INTERCULTURAL CONFLICT AS THE MOST PROBLEMATIC QUESTION IN THE PROCESS OF GLOBALIZATION

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Abstract. This article deals with the possible difficulties arising in intercultural communication, as well as the impact of globalization on the development of culture and language. Having conducted a study, we can say that culture has an inextricable link in the development of language. This article examines the main causes of misunderstandings that arise when we encounter a new culture and effective approaches to resolving them.

Keywords: intercultural conflict; culture; globalization; language; society.

INTRODUCTION

In the era of globalization and international relations, when countries develop relations among themselves in such areas as economics, science and medicine, the connection between different nations and ethnic groups increases greatly, as well as the need for familiarization with the culture and traditions of these countries and nationalities increases. In the modern world, we can see that cultural values have an impact on political processes because mixing of mismatched values often leads to their collision and the emergence of such a concept as “intercultural conflict”. The analysis of socio-cultural relations and the finding of ways to resolve intercultural conflicts is necessary for the effective resolution of tensions between cultures.

Culture plays a pivotal role in the life of mankind. It is a source that helps people interact in the world, it stores and transmits human experience. Furthermore it helps us to socialize in the world.

Language and culture are inextricably linked, especially in a period of rapidly developing international relations. In fact, language is the source through which extralinguistic values such as customs, traditions and realias are transmitted from generation to generation. But it is crucial to take into account that when studying foreign language, it is important to study the nuances that arise between extralinguistic and linguistic aspects of the language.

“We believe that it is impossible to improve the culture without improving the language, which is why language is a very interesting subject for people engaged in cultural research. Language records objects important for the bearers of this culture. The picture of the world in a language reflects the



characteristic features and reality. Each fragment of the world is reflected in a language in the form of a word. In this case it is important to classify language units because of the necessity to record the meaning they bear beyond the linguistic categories" [8;56].

Cultural values perform a variety of functions in the mechanisms of human life: coordinating between man and the natural world, stimulating, regulating. In axiology, there are many classifications of values, among which there are absolute or eternal values, social, personal and biological survival values. A person not only learns about the world, but also evaluates it in terms of their importance to meet their needs. Linguistic information about the value system testifies to the peculiarities of the people's worldview [4;39].

Intercultural conflict is a critical stage of the contradiction of value and normative attitudes, positions and judgments between individuals, groups, people, society and associations.

Globalization is the basis for the development of the world, however, it is also a source of misunderstanding between people and society. During the period of active globalization the concept of "intercultural conflict" was appeared. The concept of "intercultural conflict" can be seen for the first time in the works of J. Burton and J. Rothman. In the 1990s, Burton considers collective identity as one of the main human needs, while the threat to cultural identity is understood by the group as one of the main threats to security [10;153].

Cultural differences often cause wars, boycotts, breaking of treaties and agreements. We can also highlight examples of cultural conflicts from history:

- A variety of wars
- Genocide
- The Inquisition
- Civil wars after the Revolution
- National liberation movements
- Political repression [3]

It should also be added that intercultural conflicts occur between certain groups and communities. There are several types of intercultural conflicts can be emphasized:

- Between different ethnic groups
- Between members of different generations
- Between representatives of different religions
- Between different linguistic and cultural groups

It is very easy to provoke an intercultural conflict, but it is much more difficult to find a way to resolve this conflict. In modern society, grammatical errors between representatives of different cultures and nations do not attract much attention, but a mistake made in relation to their culture can greatly hurt them and cause the rupture of your good relations.

For a long time, scientists have been researching the topic of intercultural conflicts, and although many of them considered intercultural conflict to be something negative, there were also supporters of the opposite opinion. Erich Frome believed that cultural conflicts have a positive impact on society and culture, he considered conflicts to be the source of humanity's desire for self-improvement and the development of creative potential. When two or more cultures interact, values, norms, and customs clash, and therefore conflict is inevitable here. Moreover, it contributes to the mutual enrichment and development of cultures [1;240].

If we consider this point of view of Erich Frome, he definitely pinpointed the positive sides of the conflict. For example, if we have a conflict based on ignorance of cultural values and norms of a certain culture, in order to warn ourselves against this kind of mistakes next time, we will get to know their



culture and traditions more deeply before meeting with representatives of cultures. And it leads us to general self-development and increased knowledge.

“The mismatch of linguistic pictures of the world is a rather serious obstacle to adequate communication between speakers of different cultural and linguistic traditions. This difficulty is manifested in the fact that when communicating in a foreign language, native speakers of, for example, their native language have difficulty formulating ideas in a foreign language or use such lexical units in speech that the native speaker consider inappropriate or not quite suitable violating the sociocultural stereotypes of speech communication and norms of communicative behavior. This is due to the fact that a native speaker often tends to build her statements in accordance with her native picture of the world, national norms of behavior and communication stereotypes, rather than foreign ones” [11;72]. The way we perceive and fulfill social needs is influenced by culture. People from different cultures may meet each other's needs for inclusion, control, and affection differently. For example, in some cultures, a man will open the door for a woman to show masculinity and courtesy; in other cultures, a woman is expected to walk a few steps behind a man in deference to masculinity (9;226). Therefore, it is important to study the culture of other countries, since our personal cultural values can be a sign of bad manners in another cultural system. Therefore, wherever you are, it is crucial to follow the proverb:

“When in Rome, do as the Romans do”[7;27].

In Central Asian countries, it is considered a sign of good parenting when the younger generation concedes to older people, whether on the street or on public transport, whereas in Korea and China it is rude and a hint that you consider them old and incapacitated.

In many countries, parents teach children to eat without sound from the first years of life. It would seem that everyone does this. But it's not. In Japan, China and Taiwan, a quiet meal will be considered disrespectful. In these countries, munching at the table is considered a compliment to the cook.

Below is a vivid example of how a small detail of culture led to a conflict and the cancellation of a major deal:

The Spanish company agreed with Mexico to sell a large batch of champagne corks, but had the temerity to paint them burgundy, which turned out to be the color of mourning in Mexican culture and the deal fell through [6;19].

It is also necessary to highlight the problem of intercultural communication, which manifests during acculturation. This applies to immigrants who have gone abroad to study or work. When moving to an unfamiliar country, anyone is faced with new cultural, social and material differences. Here it is worth emphasizing such a concept as "cultural shock", which means the stressful impact of a new culture, which has an influence on human mental health.

The term “culture shock” was introduced into science by the American researcher K. Oberg in 1960, when he noted that familiarity with a new culture is accompanied by a number of unpleasant sensations [5;122]. To date, familiarization with a new culture is considered unpleasant due to the fact that it is new to a certain person and due to the fact that when familiarizing with a new culture, a certain comparison of a new and a person's own culture occurs.

There are also factors that affect a person's perception of a new culture and they are conditionally divided into two types:

- Internal
- External

Internal factors include the individual characteristics of a person, like his age, gender, character and experience. Here we can add that the younger a person is, the better they get used to the new environment.



External factors include the attitude of local residents of the country towards immigrants and the degree of difference between the new and their own culture.

As we see many of us, each of us can face intercultural conflict and cultural shock in one way or another. But in this case, there are also certain strategies to avoid or prevent cross-cultural conflicts:

1. Preparation. If you have a meeting or conversation planned with representatives of other cultures, it will be a huge plus for you if you familiarize yourself with the culture of this person in advance. Even studying the simplest traditions and norms of this culture will help you communicate. But this method is effective only if it is a pre-planned conversation or meeting.

2. Compliance. This strategy is one of the most effective. In this strategy, one of the parties puts the interests of the other above its own, and this is also a manifestation of the strength of the inferior side.

3. Competition. This strategy assumes that both sides will compete on equal terms. And in the end, the winner is the one who turned out to be stronger, and at the same time there will be no disagreements in the end, since the losing side admits its loss with honor.

4. Cooperation. One of the types of strategy in which the parties, instead of competing and arguing, agree among themselves on the condition that both sides will benefit.

5. Avoiding conflict. This is a passive type of strategy. In this case, both sides are trying to avoid an open conflict and simply pretend that the conflict does not exist.

6. Compromise. In this strategy, both sides make concessions in most cases because of a mutual desire to end the dispute [2;115-116].

In conclusion, language is a multifaceted part of human life that cannot exist without culture, because language is a key tool through which customs and traditions are passed down from generation to generation. Also, any person studying foreign languages cannot fully master the language and communicate with native speakers without knowledge of cultural values.

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