

CULTURE OF DIFFERENT COUNTRIES AND ITS ROLE IN GLOBAL UNDERSTANDING

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Abstract: This article analyzes the concept of culture as a multifaceted social phenomenon and its impact on international communication. In the era of rapid globalization, cultural awareness has transitioned from a general interest to a professional necessity. By examining the cultural models of various nations—including the East-West dichotomy and the unique heritage of Uzbekistan—the paper highlights how understanding diversity can prevent social friction and foster global cooperation.

Keywords: Cultural identity, global integration, intercultural communication, social values, Uzbekistan heritage, cross-cultural competence.

Annotatsiya: Ushbu maqolada madaniyat tushunchasi ko'p qirrali ijtimoiy hodisa sifatida va uning xalqaro muloqotga ta'siri tahlil qilinadi. Shiddatli globallashuv davrida madaniy xabardorlik oddiy qiziqishdan kasbiy zaruriyatga aylandi. Turli xalqlarning madaniy modellarini, jumladan, Sharq va G'arb farqlari hamda O'zbekistonning o'ziga xos merosini o'rganish orqali maqolada xilma-xillikni tushunish ijtimoiy nizolarning oldini olishga va global hamkorlikni rivojlantirishga qanday xizmat qilishi yoritib berilgan.

Kalit so'zlar: Madaniy o'zlik, global integratsiya, madaniyatlararo muloqot, ijtimoiy qadriyatlar, O'zbekiston merosi, madaniyatlararo kompetensiya.

Аннотация: В данной статье анализируется понятие культуры как многогранного социального явления и её влияние на международную коммуникацию. В эпоху стремительной глобализации культурная осведомленность превратилась из общего интереса в профессиональную необходимость. Через изучение культурных моделей различных народов, включая дихотомию Востока и Запада, а также уникальное наследие Узбекистана, в статье подчеркивается, как понимание многообразия способствует предотвращению социальных конфликтов и развитию глобального сотрудничества.

Ключевые слова: Культурная идентичность, глобальная интеграция, межкультурная коммуникация, социальные ценности, наследие Узбекистана, межкультурная компетенция.

The Nature of Culture in a Globalized Era

Culture is much more than just a bundle of customs; it is also a critical framework for defining who we are as people and how we interact with each other as members of society. Culture includes, but is not limited to, language, religion, artistic expression, and rules of conduct, all of which have been handed down through generations. The impact that historical developments and geographic factors have on people's cultural identities results in a complex and varied landscape of human civilization across the world. In today's globalized world, people from different cultures interact with one another daily via expanded opportunities for education, travel and work. Therefore, understanding cross-cultural differences is becoming increasingly important for fostering peaceful relationships and building successful diplomatic relationships between countries.

Theoretical Perspectives on Cultural Interaction

To really learn about other cultures, we can analyze the theories of some well-known researchers. Anthropologists and sociologists both say that the definition of 'culture' has a lot to do with what members of a society have in common that helps them behave with one another. For example, one major contribution made by Edward Hall is the idea that communication occurs within a cultural context and therefore cannot be separated from that context.¹ For instance, based on his work, he concluded that, in many cultures, how and where something is communicated is much more important than what is communicated verbally (i.e., the meaning of the spoken words).

Furthermore, Geert Hofstede's studies on cultural dimensions provide a crucial framework for analyzing these differences on a global scale. His model helps in understanding how deep-seated values—such as "individualism" versus "collectivism"—influence our daily decisions, social structures, and professional lives.² Rather than viewing these differences as obstacles, these theories suggest that cultural diversity should be seen as a strategic resource. When properly understood, this

¹ Hall, E. T. (1976). *Beyond Culture*. Garden City, NY: Anchor Press. pp. 85-92.

² Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. 2nd Edition. Sage Publications. p. 209.

diversity contributes to creativity, innovation, and more effective problem-solving in modern, interconnected societies.

Comparative Analysis of Global Cultural Models

The diversity of human culture can be seen through various regional models:

- **The Collectivist Model (Asian Cultures):** Many Asian societies, such as Japan, China, and South Korea, prioritize social harmony and group interests over individual goals. For example, Japanese culture emphasizes discipline and politeness, where the act of bowing serves as a sophisticated symbol of respect and social hierarchy.
- **The Individualist Model (Western Cultures):** In contrast, many Western societies, particularly the United States and parts of Europe, emphasize personal achievement and freedom of expression. American culture, for instance, is a dynamic "melting pot" of immigrant influences from Europe, Africa, and Asia, which encourages a highly creative and competitive national identity.
- **The Intellectual and Culinary Heritage (France):** France represents a culture where intellectual expression, philosophy, and art are deeply integrated into daily life. French cuisine is not just about food; it is a social ritual that reflects the value of community and the preservation of heritage.

Uzbekistan: A Historical Crossroads of Civilization

Uzbekistan holds a unique position in the global cultural landscape due to its Silk Road history. For centuries, this region served as a bridge between the East and the West, facilitating the exchange of science, religion, and trade.

- **Hospitality as a Core Value:** The most distinctive feature of Uzbek culture is its profound hospitality. Welcoming a guest is considered a sacred duty, often involving the sharing of national dishes like plov and somsa, which serve as symbols of unity and tradition.
- **Architectural and Artistic Legacy:** Cities like Samarkand and Bukhara are not just tourist sites; they are living monuments to the scientific and artistic achievements of Central Asian civilizations. These elements, combined with traditional music and dance, help preserve the national identity while connecting younger generations to their roots.³

The Role of Education in Fostering Cultural Awareness

³ Mirziyoyev, Sh. M. (2017). *Critical Analysis, Rigid Discipline and Personal Responsibility*. Tashkent: Uzbekistan Press. pp. 102-105.

As globalization presents the challenge of cultural homogenization, education becomes the primary tool for preserving heritage. Universities now include cultural studies in their curricula to prepare students for international environments. Learning foreign languages is particularly important, as it provides a direct window into the literature and thinking patterns of other nations. International conferences and exchange programs further promote this dialogue, helping to reduce stereotypes and build mutual respect.⁴

In summary, culture is the lens through which we interpret the world. While every country has its own unique characteristics, the goal of modern society should be to find common ground through cultural awareness. Respecting and studying these differences do not weaken national identity; rather, it enriches it and promotes a more peaceful and cooperative global community.

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⁴ Samovar, L. A., & Porter, R. E. (2012). *Communication Between Cultures*. Cengage Learning. p. 45.