



CONVERSATION AS A FORM OF EXISTENCE OF CULTURE

Pardayev Sirojiddin

Assistant At The Department Of Uzbek Language And Literature At The Uzbek - Finnish Pedagogical Institute, Uzbekistan

ABSTRACT

In this article, communication is a form of existence of culture, and language is a means of creating culture. The article discusses the fact that the ideas of language as a communication system of culture are just beginning to be formed in modern cultural studies.

The result of intercultural dialogue is understanding and acceptance of differences between representatives of different cultures, as well as mastering the values of their spiritual and material life. Respecting the values of other societies helps to stabilize and harmonize international and inter-ethnic relations, and to strengthen security and peace in the whole world. At the same time, this article talks about the importance of forming new, intercultural values for the most effective development of the entire human civilization in the process of mutual cultural exchange.

KEYWORDS: Culture, communication system, mentality, value, communication, conversation, mass media.

INTRODUCTION

Culture is a human environment, it directs, directs and gives meaning to the actions that a person does or consciously refrains from doing. The roots of culture go back to the Latin words "colere", that is, "build, grow, develop". The meaning of the Latin word "culture" is in a sense opposed to "nature", since "culture" is constructed and cultivated, while "nature" has an intrinsic value. In other words, "culture" is created, "nature" is innate, and society develops based on the combination of "culture" and "nature". Man is a cultural creature by nature, he prefers to live in a society that has characteristics that distinguish him from other societies and social groups. This high outlook of society is based on its culture. Since man is constantly changing himself and his environment, the dynamics of human nature keep his culture in constant change. This is confirmed by the following fact: man is no longer a primitive creature of the iron age, he is the creator of the satellite and the subject of the development of the space age. Throughout the history of the development of civilizations, all the energy of man was directed to perfecting his life and the world around him, therefore, man discovered many innovations and introduced them into his lifestyle.

B. Hess and E. V. Markson define life as a coordinate system in a group where members of culture share territory and feel responsible for each other. D. Popenoe, R. Stark and Dj. Vander support the position that culture ensures the "existence" and "learning" of society, it is a "complex model of life", a set of material and immaterial things. Culture is one of the fundamental and universal aspects of human existence. Although its nature is extremely complex and delicate to understand, it turns out that it has no universally recognized sign, and

its influence is all-encompassing. The above shows that culture can be defined as a dynamic system of values, which is a system of assumptions, conventions, professions, and how group members interact with each other and with the world, communicate, develop their creative abilities and consists of rules that allow to ensure its development potential. It is culture that unites people into groups, promotes their mutual differentiation, which leads to the emergence of such phenomena as equality and identity in society.

Cultural diversity is an important condition of human society that has arisen as a result of cross-border migrations, special cultural identity of national and other minorities, the result of globalization, the growth of mutual relations in all regions of the world, and the achievements in the field of information and the development of communication tools.

More and more people live in a "multicultural" environment and are forced to manage their multiple cultural identities. Cultural diversity has economic, social and political benefits that must be developed and properly managed. On the other hand, growing cultural diversity creates new social and political problems, often fear and denial. Stereotypes, racism, xenophobia, intolerance, discrimination and violence can threaten the peace and essence of local and national communities. Intercultural communication helps to overcome exclusion and violence as the most ancient and basic method of democratic communication. This allows for peaceful and constructive cooperation in a multicultural world and the development of a sense of community and belonging. In the political sense, the term "intercultural dialogue" has not yet received a clear definition, but it is clear that it serves the consistent development of civilization, overcoming conflicts and contradictions. In a general sense, the goal of intercultural communication is to ensure a peaceful and constructive life in a multicultural world, to develop a sense of community and belonging. Intercultural dialogue can also be a tool for conflict prevention and resolution by strengthening respect for human rights, democracy and the rule of law. In particular, the following goals of intercultural communication are listed in the scientific literature:

- exchange ideas about the world, understand the attitude of those who look at the world from a different point of view;
- identifying similarities and differences between cultural traditions and ideas of different peoples;
- reaching a consensus on non-violent conflict resolution;
- to support the democratic management of cultural diversity, to make necessary adjustments to all types of existing social and political mechanisms;
- to eliminate the gap between those who perceive diversity as a threat and those who see it as an advantage;
- exchange of best practices, especially intercultural communication, democratic management of social diversity and promotion of social cohesion;
- joint development and implementation of new projects by representatives of different cultures.

Compared to the definition of the term "intercultural communication", it is much easier to describe the conditions, "favorable factors" that describe it. The accumulated experience of scientific research shows that there are at least six important conditions that must be met initially or achieved in the process:

- voluntary participation in communication;



- equal value of all participants;
- attitude characterized by openness, curiosity and loyalty, lack of desire to "win" in communication (on both sides);
- willingness to consider cultural similarities and differences;
- the minimum level of knowledge about the characteristics of the original and "foreign" culture;
- includes the ability to find a common language to understand and respect cultural differences.

REFERENCES

1. Dhal, S. Communications and Cultural Transformation: Cultural Diversity, Globalization and Cultural Convergence. – London: ECE, 2000. – P. 39.
2. Jalibi, J. Pakistan: The Identity of Culture. – Karachi: Royal Book Company, 1984. – P. 14.
3. Hess, B., Marleson, E.W. Sociology. New York: MacMillan Publishing Company, 1988. P. 67.
4. Popenoe, D. Sociology. New Jersey: Englewood Cliffs Publishing, 1980. P. 102.
5. Stark, R. Sociology. California: Wordsworth Publishing Company, 1987. P. 320.
6. Vander, J. The Sociological Experience: An Introduction to Sociology. New York: Media Communication, 1989. P. 52.

