

## CULTURAL DIFFERENCES IN COMMUNICATION

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**Abstract:** Cultural differences in communication are often reduced to mere etiquette, yet they are rooted in deep-seated cognitive schemas that dictate how individuals perceive reality. This article examines the psychological foundations of intercultural exchange, focusing on the shift from linear to holistic thought patterns and the intricate relationship between culture and communication. The study contrasts Western communication styles-characterized by analytical reasoning and explicit verbalization-with Eastern styles, which favor relational harmony and environmental context.

**Keywords:** cross-cultural management, cultural differences, internationalization strategies, multinational enterprises, communication styles.

**Annotatsiya:** Muloqotdagi madaniy tafovutlar ko'pincha oddiy odob-axloq qoidalariga qisqartiriladi, lekin ular odamlarning voqelikni qanday qabul qilishini belgilaydigan chuqur kognitiv sxemalarga asoslangan. Ushbu maqola madaniyatlararo almashinuvning psixologik asoslarini ko'rib chiqadi, bunda chiziqli fikrlashdan yaxlit fikrlash shakllariga o'tish va madaniyat va muloqot o'rtasidagi murakkab munosabatlarga e'tibor qaratiladi. Tadqiqot G'arb muloqot uslublarini - analitik fikrlash va aniq so'zlashuv

bilan tavsiflanadi - munosabatlar uyg'unligi va atrof-muhit kontekstini qo'llab-quvvatlaydigan sharq uslublaridan farq qiladi.

**Kalit so'zlar:** madaniyatlararo boshqaruv, madaniy farqlar, xalqarolashtirish strategiyalari, ko'p millatli korxonalar, aloqa uslubi.

**Аннотация:** Культурные различия в общении часто сводятся к простому этикету, однако они коренятся в глубоко укоренившихся когнитивных схемах, определяющих то, как люди воспринимают реальность. В данной статье рассматриваются психологические основы межкультурного обмена, с акцентом на переход от линейных к целостным моделям мышления и сложную взаимосвязь между культурой и общением. В исследовании противопоставляются западные стили общения, характеризующиеся аналитическим мышлением и явной вербализацией, восточным стилям, которые отдают предпочтение гармонии в отношениях и контексту окружающей среды.

**Ключевые слова:** межкультурное управление, культурные различия, стратегии интернационализации, многонациональные предприятия, стиль коммуникации.

In order to improve the effectiveness of intercultural communication and to avoid as much as possible the problems produced by cultural differences, it is first necessary to be aware of the existence of cultural differences themselves. In other words, there is a need to enhance cultural awareness and sensitivity. Since many misunderstandings and miscommunications stem from a lack of familiarity with each other's cultures, this makes it essential to raise the level of cultural awareness. Specifically, multinational companies can organize different kinds of cultural activities to help people of different countries, races and genders to understand each other better.

Culture can influence how loudly it is appropriate to talk, the tone and level of expressiveness in the voice, and the speed of speech. Loud, fast, and expressive speech is common in some cultures but could be considered rude or aggressive in others. For

example, Loud and expressive speech is often more common in African American, Caribbean, Latino, an Arab cultures. Some American Indian cultures, Alaskan native, and Latin American indigenous cultures favor softer tones of voice and less expressive speech, as do some East Asian cultures.

**Eye contact:** Culture can influence whether it is considered polite or rude to make eye contact when addressing someone, and whether eye contact is necessary to indicate that one is listening. Direct eye contact is highly valued, both when speaking and listening, by many white Americans. Direct eye contact can be considered rude in some Asian cultures.

**Use of pauses and silence:** Culture can influence whether pauses and silence are comfortable or uncomfortable. Pauses and silence are uncomfortable for many people who identify with dominant U.S. cultural norms. Some American Indian cultures value silences and pauses as they provide time to process information and gather thoughts.

**Facial expressiveness:** Culture can influence whether low facial expressiveness is considered normal or interpreted as a lack of understanding, a lack of interest, or even resistance. Many of the cultures that exhibit high verbal expressiveness also exhibit high facial expressiveness (for example, many cultures from Latin American and the Caribbean). Maintaining a neutral facial expression is more common among some American, Indian and Asian.

**Emotional expressiveness:** Culture can influence how open people are in talking about their feelings. It's important to note that people from cultures that tend to be more emotionally expressive may still think that it is inappropriate to discuss emotions (particularly negative emotions) with people who are not close friends or family. People from Western European cultures and white Americans are often relatively comfortable expressing that they "feel sad." In some other cultures, people may feel more comfortable showing different emotions, such as anger. In some cultures (for example, some East Asian cultures), expressing any strong emotions could be considered inappropriate.

Understanding these diverse communication styles is essential for avoiding the misunderstandings that often lead to professional friction or economic loss. To thrive in this interconnected landscape, modern corporations must prioritize:

- *Cultural Awareness and Sensitivity: Recognizing that one's own communication norms are not universal, but are products of a specific cultural background.*
- *Continuous Education and Training: Investing in "soft skills" and cross-cultural training to help employees adapt their communication frequencies to diverse global audiences.*
- *Inclusive Corporate Culture: Building an organizational structure where diversity is treated as a strategic asset rather than a barrier, allowing employees from all backgrounds to contribute effectively.*

Ultimately, navigating cultural differences in communication requires more than just tolerance; it requires an active appreciation of diversity. By fostering an environment of mutual education and emotional flexibility, multinational companies can bridge the gap between different cultures, ensuring that their global operations are defined by clarity, respect, and shared growth.

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