

eng aniq yangiliklardir. Ammo sport musobaqalarining natijalarini oldindan aytib bo'lmashligi sababli ular doimo muxlislar orasida talabga ega. Sport materiallarida eng ko'p uchraydigan ma'lumotlarga quyidagilar ham misol bo'la oladi: tayyorgarlik jarayoni va musobaqalarga tayyorgarlik, sportchilarning bir jamoadan boshqasiga o'tishi, murabbiylarning tayinlanishi yoki ishdan bo'shatilishi, sport tashkilotlarining faoliyati va taniqli sportchilarning shaxsiy hayoti.

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CHARACTERISTICS OF INTERCULTURAL COMMUNICATION STRUCTURE

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Abstract. *Intercultural communication is critical in various fields, including teamwork, the military, healthcare, education, and marketing. Developing skills like self-awareness, empathy, respect, and emotional intelligence is crucial for effective intercultural communication. This allows individuals and organizations to navigate cultural differences, foster collaboration, provide quality services, ensure effective teaching, and connect with diverse markets. Intercultural communication is a necessary competency in today's globalized world, enabling understanding, respect, and productive interactions across cultures. Mastering these skills is key for personal, professional, and organizational success in an increasingly diverse and interconnected world.*

Key words: *intercultural communication, teamwork, military, healthcare, education, marketing, self-awareness, empathy, respect, emotional intelligence.*

There are few reasons why Intercultural Communication is important have already been covered; namely, it helps people understand each other and avoid confusion.

- *Intercultural Communication and Teamwork*

Multicultural businesses and organizations are common in today's world. Workers are drawn from all over the world. This is true not only for multinational and worldwide brands, but also for domestic businesses and organizations with a varied workforce, such as the Third Sector. Successful communication and collaboration with individuals from diverse cultural backgrounds are critical for these companies. Intercultural communication is crucial in this sense because it fosters teamwork.

- *Intercultural Communication and the Military*

Unbelievably, a lot of militaries invest a large sum of money in Intercultural Communication training for their soldiers. Why? Because they have to learn how to modify their conversation style when they travel abroad, if only to become more intelligent, in order to become well-liked by the locals. For instance, all of them provide training in intercultural communication or something similar in the USA. Intercultural communication is crucial in this situation since it could mean the difference between life and death.

- *Intercultural Communication and Healthcare*

Healthcare is another area where intercultural communication can make all the difference between life and death. To improve healthcare for all patients, doctors, nurses, and other medical workers are now required to complete Cultural Competence training. Ignorance of another person's culture and communication style may result in subpar treatment, incorrect diagnoses, and even health risks. For instance, when a son or daughter comes in an elderly parent, the doctor won't acquire the information they need if they don't know that in some cultures the elderly won't reveal personal data in front of family members. They must acknowledge this and request the child's departure in order

to have a private discussion. So, in this example, Intercultural Communication is important as it ensures good care. a son or daughter brings in an elderly parent. They need to understand this and ask the child to leave so a private conversation can be had. So, in this example, Intercultural Communication is important as it ensures good care.

- *Intercultural Communication and Teaching*

Learning about intercultural communication is crucial for educators who work in multicultural classrooms because failing to do so can result in prejudice, discrimination, and the alienation of students from diverse backgrounds. There are cultures that instill in their children the values of silence, deference to authority, and expression of views and questioning it. While some cultures only speak when invited, others talk when they feel compelled to. The main idea is that, as a teacher, you run the risk of making poor decisions if you are unaware of the many ways in which your students communicate. Intercultural communication is crucial in the context of education because it guards against poor instruction.

- *Intercultural Communication and Marketing/Advertising*

The field of marketing and advertising serves as a last illustration of the significance of intercultural communication. Ignorance of the variations in global communication patterns might result in a variety of PR and marketing mishaps. Claims of cultural appropriation and other related offenses may simply result from a lack of knowledge about cultural concerns. Today's industry is far more culturally aware, knowing that a successful marketing campaign or advertisement must align with the values of its target demographic. Intercultural communication is crucial in this sense since it enables brands to connect with their target markets.

As you can see, there are a plethora of reasons why intercultural communication is crucial—probably too many to list. Intercultural communication is a skill that is necessary for almost every aspect of modern life, be it lecturing to international students, executives negotiating a merger, or vacationers visiting other countries.

What are Intercultural Communication Skills?

Intercultural Communication requires multiple skills, some of which can be learned, others that all of us possess and just need working on. Let us examine a few of the most important Intercultural Communication Skills that focus more on personal competencies rather than communication skills such as listening, speaking, body language, etc.

➤ Self-Awareness

The key to understanding how other cultures communicate is to understand how you, yourself communicate and how your culture has shaped you. Once you are more aware of your own preferences, habits and possible biases and stereotypes, then it is much easier to understand how you may influence or impact a conversation or communication. Intercultural Communication is not only about being aware of ‘the other’ but also yourself.

➤ Empathy

Appreciating that you have been shaped by your culture and other influences, helps create understanding, compassion, mindfulness and empathy. Empathy is critical to Intercultural Communication as it helps you put yourself in someone else’s shoes and understand what they may be going through. Intercultural Communication relies on empathy as it creates a two-way street as opposed to being dominated by one or the other party.

➤ Respect

With understanding and empathy, respect should be the natural logical progression. Respect means that you may not agree or like everything about someone else or their culture, but that you acknowledge their right to express themselves, their culture or values. Also, without showing respect it is also hard to receive it. Intercultural Communication can only ever be effective if respect is the foundation.

➤ Emotional Intelligence

Working across cultures means learning to tune yourself into much of the unseen, intangible and subtle aspects of communication. It is about using all your senses and engaging your self-awareness and empathy to understand what is being communicated,

or not. The Japanese have a great term for this, “Reading the air” (kuuki o yomu in Japanese) which brilliantly captures the mindset needed. Intercultural Communication requires intuition and the ability to move beyond words.

Naturally, there are a lot more abilities that are crucial to intercultural communication, but maybe this has given us some good ideas. What place does intercultural communication have in the workplace?

✓ Intercultural Communication and Meetings

We conducted some training for the group of foreign management of a multinational fashion brand. The manner online virtual meetings were conducted was frustrating to some team members. “The Americans give you zero time to think and move on to the next point” as an example. vs “It is incredibly aggravating that the Chinese never express their opinions”. It all boiled down to cultural variations in what is expected of meetings. Whereas the Chinese favored non-confrontational gatherings that prioritized face-to-face communication, the Americans desired candid, open talks. The team meetings were failing because there was a lack of knowledge. Through training to increase awareness, the team discovered a balance that suited everyone. So, the role of Intercultural Communication here was to help people understand their differences and find common ground.

✓ Intercultural Communication and Management

A further illustration of how cultural communication techniques vary and the need for adaptability may be found in some intercultural training we conducted for a German organization. German managers, who employed people from all over the world, routinely received excellent reviews from certain nations and negative reviews from others. They were considered to be “impersonal” and “distant” in many regions of the world. Instead of concentrating on tasks and agendas, the managers needed to learn to communicate a little more relationship-focused. People expect a little more “warmth” and “getting down to businesses” is not always viewed favorably in certain parts of the world. The managers just needed to be shown what was happening and they learned to adapt their communication style accordingly. So, the role of Intercultural Communication here was

to help managers communicate more effectively with their staff and get more positive feedback.

✓ Intercultural Communication and Working Abroad

One last illustration would be any of the numerous training programs we offer to professionals who are moving abroad for employment. Relocating to a different country necessitates acclimating to a new culture, and failing to recognize these changes may lead to some poor choices. For instance, a European manager who was employed in Saudi Arabia almost lost his job after reprimanding his employees! Professionals who don't take the time and effort to become familiar with the new host culture may find it more difficult to adjust, make more mistakes at first, and generally come off worse. According to the statistics, this is also a major factor in relocation failure—that is, the reason why people return “home” sooner. So, the role of Intercultural Communication here is to give people the tools they need to navigate a new culture and to help them settle into a country or job. By way of summarizing, the role of Intercultural Communication in work life is in helping people understand how culture shapes the different ways we communicate, collaborate and coordinate. We can use this understanding to help us recognize what is being communicated to us and how we communicate with others.

Information sharing between members of various social groups and cultures, as well as between people from various educational, social, religious, and ethnic backgrounds, is known as intercultural communication. It aims to comprehend the variations in behavior, communication, and worldview among individuals from diverse cultural backgrounds.

Cultural considerations are essential for success in an international setting because culture greatly influences business practices. When conducting business, a company's financial line may suffer, present or potential clients may become enraged, and personnel working abroad may become estranged due to a lack of cultural sensitivity. It is possible to take specific efforts to strengthen cross-cultural contacts and intercultural communication abilities, which will increase one's marketability. In order to overcome cultural obstacles, raise understanding of cultural norms, and improve communication

and self-awareness abilities, intercultural communication training is crucial. This form of communication allows individuals to adapt their skill set to meet the intercultural collaboration needs that global businesses value.

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AXBOROT XIZMATINING BOSMA NASHRLAR BILAN ISHLASH DARAJASINI SHAKLLANTIRISH

Mohigul ABDULLAYEVA
Buxoro viloyati, "Hududgaz Buxoro"
gaz ta'minoti filiali matbuot kotibi

Annotatsiya: Mazkur maqolada axborot xizmatining bosma nashrlar bilan ishlash darajasi, ular tomonidan e'lon qilingan maqolalarda til me'yorlariga rioya qilinmayotganligi haqida bayon etilgan. Ba'zi idora va tashkilotlarning bosma