

**COMMUNICATIVE BEHAVIOUR AS A PROBLEM OF INTERCULTURAL
COMMUNICATION**

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**КОММУНИКАТИВНОЕ ПОВЕДЕНИЕ КАК ПРОБЛЕМА МЕЖКУЛЬТУРНОЙ
КОММУНИКАЦИИ**

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**KOMMUNIKATIV XULQ-ATVOR MADANIYATLARARO KOMMUNIKATSIYA
MUAMMOSI SIFATIDA**

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ANNOTATION

The aim of this article is to investigate the non-verbal component of Italian communicative behavior and explain Italian non-verbal communicative behaviouris characterised by a number of dominant features. The high level of communicative emotionality is reflected in the expressive mimicry, timbre and volume of speech, and behavioural reactions.

Keywords: non-verbal, intercultural, linguistics, behavior, communication, cohesion, identity, interaction, cultures, mimicry.

АННОТАЦИЯ

Целью данной статьи является исследование невербального компонента итальянского коммуникативного поведения и объяснение того, что итальянское невербальное коммуникативное поведение характеризуется рядом доминирующих черт. Высокий уровень коммуникативной эмоциональности отражается в экспрессивной мимике, тембре и громкости речи, поведенческих реакциях.

Ключевые слова: невербальное, межкультурное, лингвистика, поведение, общение, сплоченность, идентичность, взаимодействие, культуры, мимикрия.

ANNOTATSIYA

Ushbu maqolaning maqsadi italyan kommunikativ xulq-atvorlarining og'zaki bo'lmagan komponentini o'rganish va italyancha og'zaki bo'lmagan kommunikativ xatti-harakatlarning bir qator dominant xususiyatlar bilan tavsiflanishini tushuntirishdir. Kommunikativ emotsionallikning yuqori darajasi ekspressiv mimikada, nutqning tembri va hajmida, xatti-harakatlar reaksiyalarida namoyon bo'ladi.

Kalit so'zlar: noverbal, madaniyatlararo, tilshunoslik, xulq-atvor, aloqa, uyg'unlik, o'ziga xoslik, o'zaro ta'sir, madaniyatlar, mimika.

"Native culture is both a shield guarding the national identity a native culture is a shield protecting the national identity of a nation and a fence shielding it from other nations and cultures. The whole the world is thus divided into its own people, united by language and culture. people and strangers who do not know the language and culture". [1; 108-110] As a result, a clash of cultures is possible, which, unfortunately, contributes not only to a large number of anecdotes and funny plots for films, but also troubles and even tragedies. At present the problem of education for tolerance is particularly acute. Tolerance of alien cultural manifestations, awakening the problem of fostering tolerance and respect for alien cultural manifestations, and overcoming social dislike, annoyance at the excessiveness, insufficiency or mere. In addition, the problem of fostering tolerance and tolerance of other cultures and awakening interest and respect for them, and overcoming social discontent and irritation at the excessiveness, insufficiency or otherness of cultures. Seminars, conferences, symposia on culture; creation of establishment of associations, societies which unite researches in the field of culture; Incorporation of cultural studies in the curricula of specialists in all the inclusion of cultural studies in the curriculum of all humanitarian professions and even in secondary schools an explosion of interest in cultural issues in general and intercultural communication in particular intercultural communication. The term "intercultural communication" in the narrow sense appeared in the famous textbook Communication Between Cultures. Cultures provides the following definition: Intercultural communication is communication carried out in the context of significant culturally based differences in the communicative competence of its participants. Competence of its participants such that these differences have a significant effect on the success or failure of the communicative event. Communicative competence is understood here as the knowledge of the symbolic systems used in communication systems and the rules of

their functioning, as well as the principles of communicative as well as the principles of communicative interaction. Intercultural communication is characterised by the fact that its participants use special linguistic variants and discursive strategies different from those used in direct contact. The use of language and discourse strategies different from those they use when communicating within the same culture is a common feature of communication. communication within the same culture. It goes without saying that communication is complicated by different cultures and different languages. So that it is impossible to speak of complete understanding. In today's context, where the mixing of people, languages and cultures has reached unprecedented proportions, the task of modern linguistics and, in particular, the task of modern linguistics and in particular of the research on intercultural communication is, above all, to form scientific notions of the communicative behaviour of the people as a component of its culture. The problem of human communicative behaviour is a particular issue comprehension of the uniqueness of human society. It is an object of study. The first one is a multidisciplinary study of the sciences - philosophy, ethnopsychology, culturology, linguistics, etc. And linguistics, etc. As a social creature, human beings live in society with other other members of the society. In addition to the necessities of sustenance (food, water, oxygen, etc.) (the need for food, water, oxygen, etc.) communication in modern society is considered as one of the basic needs. As was mentioned above, communicative behaviour is joined by a kind of "language of everyday behaviour" or social symbolism, which may not be perceived at all in another culture. Its English proverb expresses the meaning: "When in Rome, do as the Romans do". Thus, in this language demonstrates a desire to warn against what is now it is customary to call the term "conflict of cultures". In the book *Language and Intercultural Communication*, Professor S. G. Ter-Minasova provides many examples of the clash of cultures [2; 219].

In this respect, science and education are faced with urgent tasks: Firstly, to investigate the roots, manifestations, forms, types, development of cultures of different people and their contacts and, secondly, to teach people to be tolerant, respect and understanding of other cultures. This objective is pursued through Conferences and other forums of scholars, establishment of networks. This is being achieved through conferences, forums of scholars and educators, publications, and the introduction of cultural studies in the curriculum of secondary and higher educational institutions. The picture of the surrounding world is not simply reflected in the language, it forms language and its speaker and determines peculiarities of speech consumption. Without knowledge of the realities of the world of the language learnt the communicant inevitably "acquires" a dead language. Separated from what the various schools of the language as a mean of communication is a lost language.etc., language as a mean of communication loses its communicative value without culture. "Language primarily contributes to the fact that culture can be both a mean of communication as well as a mean of separating people. Language is a sign belonging of its speakers to a certain society". Dialectically combining the "factor of ethnic integration" and "ethno-differentiating sign of ethnos", language turns out to be a tool both self-preservation of the ethnos and the separation of "our own" and "alien". Along with the knowledge of language, the consideration of such factors as the culture of communication, rules of etiquette, knowledge of non-verbal forms of expression, the presence of background knowledge, folded into a socio-cultural picture of the world, is meant to ensure effective communication within the framework of intercultural communication as well. Already

E. Sepir noted: "Language does not exist outside of culture, i.e. outside of a socially inherited body of practices and ideas that characterize our way of life". In this context, the close connection and interdependence of foreign language teaching and intercultural communication. Language should be studied in inseparable unity with the acquisition of knowledge about the world and culture of the people who speak the language. Thus, we accept that the adequacy and effectiveness of intercultural communication depends directly on the general awareness of intercultural differences at the level of verbal and non-verbal communication and tolerant attitude towards representatives of other linguistic cultures. Let us now turn to the description of verbal communicative Verbal communication is the most researched form of human communication. It is also the most universal way of conveying thought. It is possible to "translate" into verbal human language a message created by any other sign system (e.g, red light signal is translated as "no passing"). The speech side of communication has a complex multi-layered structure (from the differential feature of the phoneme to the text and intertext) and appears in different stylistic varieties (different styles and genres, colloquial and literary language, etc.) [3; 160-168]. All speech characteristics and other components of the communicative act contribute to its (successful or unsuccessful) implementation. Speaking to others, we choose from an extensive speaking to others, we choose from an extensive inventory of possible means of verbal communication those means which seem to us in speaking to others we choose those means of speech communication that we feel are best suited to express our thoughts in a given situation. We understand verbal behaviour as the use of spoken and written language, addressing someone, saying something in a certain way, expressing any emotion or feeling in any way, expressing any emotional state for the purpose of verbal communication. The system that provides speech communication - human language - is studied by linguistics. Human language - is studied by linguistics. In addition to linguistics itself linguistics, speech communication is studied by related sciences: social linguistics and psycholinguistics, as well as psychology. Let us focus on the most general communicative characteristics of speech. C from the point of view of communication theory, speech is included in a single communicative act and exhibits the following properties:

- speech is part of communicative culture and culture in general,
- Speech contributes to the social role of communicant,
- Through speech, mutual social recognition of communicants.

The choice of verbal means as well as the accompanying non-verbal, contributes to the formation and understanding of certain social situations. A compliment paid to a woman does not always imply that she looks good. This "communicative move" rather characterises the different social status communicators. Conversations in women's and men's company are carried out with different in a mixed company, for example, it is not permissible to use crude or rude words, the use of crude or abusive language is not allowed (although the latter is only true for a certain group these days). Is true only for a certain age and socio-cultural group these days). socio-cultural group) [4; 221]. Here we can talk about phatic communication, i.e. socially promoted friendliness. In other words, phatica is a socially regulated communicative interaction, which aims at establishing harmonious relations in society through specific speech acts, which have a high degree. In other words, a socially regulated communicative interaction aimed at establishing harmonious relations in society through specific speech acts that are highly fixed

in the minds of speakers of a certain language and culture. These actions are carried out in accordance with the conventional, explicit or implicit rules, known to all members of the communicative community, which, when followed, allow them establish harmonious relations with each other. Thus, phatic speech acts ensure the cohesion of the members of the linguistic collective. Consequently, phatic communication has cultural specificity, which determines the communicative behaviour of a particular linguistic and cultural group. One of the most large-scale studies of phatic communication are considered to be a series of works by J. Laver. Laver (1974, 1975, 1981), in which he described the organization of initial and end phrases of phatic interactions, in each of which the verbal and non-verbal 'stages'. He noted that the initial phrases fulfil a "propitiatority" function to reduce the risk of inappropriate friction. Reducing the risk of misinterpreting silence as a marker of hostility to the interlocutor. The "exploratory" function serves to find a point of intersection of interests in order to continue. "Introductory" (initiator) to develop the conversation that has been started conversation. In the final phase of the interaction, the use of phrases such as "see you soon", 'it's been nice talking to you' etc., reduces the risk of rejection by the communicant of being rejected and helps to establish some kind of relationship between interlocutors [5; 160]. The behaviour of communicators in the process of communication has certain goals. Communicative tactics - a smaller scale consideration of the communicative process, compared to comparison with the communicative strategy. It does not relate to communicative purpose, but with a set of individual communicative intentions. Communicative intention (objective) is a tactical move that is practical means of moving towards an appropriate communicative goal. Communicative experience is understood as a set of perceptions of successful and unsuccessful communicative tactics, leading or not leading to the implementation of appropriate communicative strategies. Successful and unsuccessful is intertextual, it is included in the context of today. A professional working in a particular field of communication must possess certain communicative skills, namely the ability to effectively

- formulate a communication strategy;
- use a variety of communication tactics
- be able to represent themselves (or their company) as a participant in the communication process.

Effectiveness here refers to the correlation of verbal communication intention and purpose, and a systemic cohesion between them, communicative intention and perspective, systematic cohesion elements of the communicative strategy, practical expediency individual tactical moves. Following I.A. Sternin and Y.E. Prokhorov. We think that when describing the verbal aspect of communicative behaviour, it is better to present the material using situational principle, i.e. to describe standard communicative situations and communicative spheres. Thus, the verbal aspect of italian communicative behaviour against the russian background implies describing, as a minimum, the following communicative situations and communicative spheres, productive communication [6; 224]. Standard communication situations. Ways of establishing communicative contact:

Address

Greeting

Getting to know each other

Maintaining communicative contact
Ending communicative contact
Modifying the behaviour of the interlocutor
Waging a dispute
Inviting and planning
Planning in the business sphere
Punctuality and adherence to deadlines
Responding to invitations
Thank you
Apology
Congratulations
Compliment
Public speech
Communication with acquaintances
Communication with strangers
Communication with friends
Communication between a man and a woman
Communication with foreigners
Communication with neighbours
Family communication
Communication between spouses
talking to children
inter-children communication
Contact with the elder generation
Interacting with guests and as guests
Categories of invited guests
Reason for invitation
Nature of interaction as a guest
Communication in company
Communication in public places
On transport
On the street
In a shop
The healthcare environment
Meeting in a café or restaurant
Talking to the service staff
Conversation in a restaurant and café
Business communication
Communicating with colleagues
Talking with the chef
Conversation
Written business communication
Communicating with prospective employers

Holiday communication

Holiday communication

School and university communication

Written communication

Telephone calls

Humour and communication

In conclusion, in order to achieve them, we use certain techniques which (depending on the depending on the level of consideration) are called communicative strategies, communicative tactics and communicative skills. Communicative purpose we will call. The strategic result to which the communicative act is directed. A communicative strategy is a part of communicative behavior or communicative interaction, in which a series of different verbal and non-verbal means are used to achieve a particular communicative goal, "the strategic result to which the communicative act is aimed at" [7; 125]. A strategy is a general framework, a framework of behaviour, which may also include deviations from the goal. Communicative tactics, as opposed to strategy as a general scheme of communicative behavior is considered as a totality of practical moves in the real process of speech interaction.

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