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THE IMPORTANCE OF "FACE" PHENOMENON IN UZBEK AND ENGLISH COMMUNICATION

ЗНАЧЕНИЕ ФЕНОМЕНА «ЛИЦА» В УЗБЕКСКОМ И АНГЛИЙСКОМ ОБЩЕНИИ

O'ZBEK VA INGLIZ MULOQOTIDA IJTIMOY YUZNING AHAMIYATI

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Abstract

The article explores the significance of the "face" phenomenon in communication within Uzbek and English contexts. "Face" refers to the social value individuals claim during interactions, influencing how they express themselves and navigate social dynamics. Utilizing qualitative methods, the research synthesizes existing literature on pragmatics and cultural communication theories, highlighting key differences between the two cultures. In Uzbek communication, politeness strategies, collectivism, and contextual awareness play crucial roles, emphasizing indirect expressions and group cohesion. Conversely, English communication favors directness, individualism, and cultural variability, often prioritizing clarity and assertiveness. The findings underscore the necessity for both Uzbek and English speakers to understand and adapt to each other's cultural norms regarding face management. By fostering flexibility in communication styles and building rapport, effective cross-cultural interactions can be achieved, enhancing mutual understanding and collaboration.

Аннотация

Статья исследует значение феномена "лица" в коммуникации в узбекском и английском контекстах. "Лицо" относится к социальной ценности, которую индивиды заявляют во время взаимодействия, влияя на то, как они выражают себя и управляют социальными динамиками. Используя качественные методы, исследование синтезирует существующую литературу по прагматике и теориям культурной коммуникации, подчеркивая ключевые различия между двумя культурами. В узбекской коммуникации важную роль играют стратегии вежливости, коллективизм и контекстуальная осведомленность, акцентируя внимание на косвенных выражениях и единстве группы. В свою очередь, английская коммуникация предпочитает прямоту, индивидуализм и культурную изменчивость, часто ставя на первое место ясность и настойчивость. Результаты подчеркивают необходимость для узбекских и английских говорящих понимать и адаптироваться к культурным нормам управления лицом друг друга. Развивая гибкость в стилях общения и строя взаимопонимание, можно достичь эффективного межкультурного взаимодействия.

Annotatsiya

Ushbu maqola o'zbek va ingliz kontekstlarida "ijtimoiy yuz" fenomenining ahamiyatini o'rganadi. "Ijtimoiy yuz" insonlarning o'zaro aloqa almashuvini davomida da'vo qiladigan o'zaro hurmatni anglatadi va bu ularning o'zini qanday ifodalashiga va ijtimoiy dinamikalarni boshqarishiga ta'sir qiladi. Tadqiqot sifatli metodlardan foydalanib, mavjud adabiyotlarni pragmatika va madaniy kommunikatsiya nazariyalari bo'yicha sintez qiladi va ikki madaniyat o'rtasidagi asosiy farqlarni ta'kidlaydi. O'zbek kommunikatsiyasida xushmuomalalilik, kollektivizm va kontekstual xabardorlik muhim rol o'ynaydi, bu esa dolzarb ifodalar va guruh birligini ta'kidlaydi. Aksincha, ingliz kommunikatsiyasi to'g'riilik, individualizm va madaniy o'zgaruvchanlikni afzal ko'radi, ko'pincha aniqlik va qat'iyatlilikni ustun qo'yadi. Natijalar o'zbek va ingliz tilida so'zlashuvchilar o'zaro ijtimoiy yuz bo'yicha madaniy normalarni tushunishi va ularga moslashishi zarurligini ko'rsatadi. Muloqot uslublarida moslashuvchanlikni rivojlantirish va o'zaro aloqalarni o'rnatish orqali samarali muloqotga erishish mumkin.

Key words: face, communication, politeness, collectivism, context, social value, expression, flexibility, mutual understanding.

Ключевые слова: лицо, коммуникация, вежливость, коллективизм, контекст, социальная ценность, выражение, гибкость, взаимопонимание.

Kalit so'zlar: ijtimoiy yuz, muloqot, xushmuomalalilik, kollektivizm, kontekst, ijtimoiy qiymat, ifoda, moslashuvchanlik, o'zaro tushunish.

INTRODUCTION

Communication is a complex process involving not only the exchange of information but also the management of social relationships. One crucial aspect of communication is the concept of "face," which refers to the social value a person claims for themselves in a given interaction [2.1967]. The pragmatic "face" phenomenon significantly influences how individuals express themselves and negotiate social dynamics in both Uzbek and English contexts. This article aims to explore the importance of "face" phenomenon in these two linguistic and cultural frameworks.

LITERATURE REVIEW AND METHODOLOGY

This analysis employs a qualitative approach, drawing from existing literature on pragmatics, sociolinguistics and cultural communication theories. Key sources include foundational texts on face theory by Goffman [2.1967] and politeness theory by Brown and Levinson [1. 1987], as well as contemporary studies on cross-cultural communication. The findings are synthesized to illustrate how "face" phenomenon manifests in both Uzbek and English communication.

RESULTS AND DISCUSSION

"Face" in Uzbek Communication:

1. Politeness Strategies: In Uzbek communication, people frequently employ indirect expressions, titles, and courteous language to uphold a positive social image. For example, the use of formal titles and respectful forms of address reflects an acknowledgment of social hierarchies.

2. Collectivism: In the collectivist culture of Uzbekistan, preserving group cohesion is of utmost importance. Individuals tend to prioritize the collective's reputation over their own, resulting in diplomatic communication methods that steer open conflict.

3. Contextual Awareness: Uzbeks possess a keen sense of contextual nuances, enabling them to discern the appropriate moments to assert their opinions or to show deference to others. This awareness helps them navigate social interactions effectively, balancing assertiveness with respect for the social dynamics at play. [6. 2021].

"Face" in English Communication:

• Directness and Assertiveness: English speakers often value clarity and directness. While politeness is important, individuals may prioritize negative face by expressing their opinions openly [5. 2002].

• Individualism: In individualistic cultures, maintaining one's own face is crucial, leading to more confrontational interactions compared to Uzbek styles [7. 1999].

• Cultural Variability: English communication varies significantly across regions, necessitating an understanding of these subtleties for effective cross-cultural interactions [7. 2008].

Understanding "face" phenomenon is vital for effective communication between Uzbek and English speakers. Key implications include:

1. Awareness of Cultural Norms: Both parties must recognize their cultural norms regarding face management. Uzbeks may need to adapt their indirectness when communicating with English speakers, while English speakers should practice patience and sensitivity toward Uzbek styles [4. 2001].

2. Flexibility in Communication Styles: Developing a flexible approach can enhance mutual understanding. English speakers might adopt a more indirect style when interacting with Uzbeks, while Uzbeks could benefit from being more explicit in certain contexts [8. 2001].

3. Building Relationships: Establishing rapport is essential in both cultures. Understanding each other's values related to face can foster stronger relationships and improve collaboration [3. 2003].

CONCLUSION

The pragmatic "face" phenomenon is a critical component of communication that shapes interactions in both Uzbek and English contexts. Recognizing and respecting the differences in face management strategies enhances communicative effectiveness and builds meaningful relationships across cultures. As globalization continues to bring diverse cultures together, understanding these nuances becomes increasingly important for successful intercultural communication.

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