

THE HISTORY OF THE STUDY OF LANGUAGE AND INTERCULTURAL COMMUNICATION

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Abstract: With the academic science of linguistics emerging in the 19th century, the study of language and international communication gained impetus in the contemporary era. Scholars have been examining how language affects intercultural interactions since globalization has brought people from different cultures together. The increasing demand for efficient cross-cultural communication gave rise to the field of intercultural communication. This thesis gives brief information about the history of language and intercultural communication study by using concepts of famous world scientists and researchers.

Key words: language, culture, communication, intercultural communication, approaches, methods, discipline, multidisciplinary, interdisciplinary, pragmatics.

Annotatsiya: 19-asrda tilshunoslik fanining paydo bo'lish bilan til va madaniyatlararo muloqotni o'rganish hozirgi davr uchun turtki bo'ldi. Globallashuv turli madaniyatlarga mansub odamlarni birlashtirganidan beri olimlar tilning madaniyatlararo muloqotga qanday ta'sir qilishini o'rganmoqdalar. Madaniyatlararo samarali muloqotga bo'lgan talabning ortib borishi madaniyatlararo muloqot sohasini yuzaga keltirdi. Ushbu tezis dunyoning mashhur olimlari va tadqiqotchilarining tushunchalaridan foydalangan holda til va madaniyatlararo muloqotni o'rganish tarixi haqida qisqacha ma'lumot beradi.

Kalit so'zlar: til, madaniyat, kommunikatsiya, madaniyatlararo muloqot, yondashuvlar, metodlar, soha, ko'p sohali, pragmatika.

Introduction: Language is vital part of human communication, which enables people to organize their thoughts, feelings, and ideas. From ancient civilizations, language study and intercultural communication have a long and rich history. Our understanding of human interaction has been greatly influenced by the study of language and intercultural communication, from the invention of written language to the investigation of various cultural norms and conventions.

Materials and Methods: The relationship among language, culture and communication is complicated process, rather it is multifaceted, individual and intertwined. One of the famous American anthropologist and intercultural researcher, E.T. Hall states that "Culture is communication and communication is culture" [1]. To be a compelling intercultural communicator, it is essential to get it the method of human communication and the effect of social measurements and control in communicative occasions that take put inside a specific environment.

For the purpose of better understanding current approaches and difficulties in the study of language and intercultural communication, it is helpful to have some understanding of the historical backgrounds and significant advances that have occurred in a specific time and setting. Over time, there have been changes in how culture conceptualized, which has affected research practices, ideas, and methods as well as approaches to intercultural training and education. Texts for beginners on intercultural communication usually only give a brief overview of the field's past and concentrate nearly entirely on the research of American scholars. The long historical assessments are mainly limited to the works of American scholars and were authored by communication professionals. This thesis provides with brief and global viewpoint of major advancements in this relatively new field of study and draws attention to geographic locations and issues that have largely been overlooked in contemporary literature on language and intercultural communication. As well as highlighting the multidisciplinary and interdisciplinary nature of the field, it draws attention to the many disciplines and sub-disciplines that have contributed to our understanding of language and intercultural communication. This review helps to understand the field's evolution, including the improvements, efforts and valuable contributions of scientists and practitioners in different parts of the world.

First, it is important to recognize that at different stages in history, in different parts of the world, the study of language and intercultural communication has been both a multidisciplinary and interdisciplinary field of inquiry. In a multidisciplinary approach, scholars from different disciplines investigate an issue separately, with each discipline retaining its own methodologies and assumptions. As van den Besselaar and Heimeriks explain, "in multidisciplinary research, the subject under study is approached from different angles, using different disciplinary perspectives . . . neither the theoretical perspectives nor the findings of the various disciplines are integrated in the end" [2]. For example, an applied linguist and a speech communication specialist in Berlin may separately explore a related issue or topic using different methodologies and theoretical frameworks. The applied linguist may analyse the intercultural discourse of American exchange students interacting with local German friends, while the speech communication specialist administers a questionnaire survey to local and international students to determine their perceptions of intercultural friendships. These scholars are apt to be unaware of each other's work, especially if they tend to limit their professional reading to publications in their discipline or sub-discipline (a field of specialized study within a broader discipline). While a multidisciplinary approach can certainly enrich one's discipline or sub-discipline, there is usually not a significant impact on other areas of study.

Results: In an interdisciplinary approach, scholars from multiple disciplines work together to examine an issue or topic of concern. For example, in New Zealand, a sociolinguist, social psychologist and speech communication specialist may

collaborate on an intercultural communication project (e.g. an investigation of the language and (inter)cultural learning and adjustment of international exchange students in a mixed-method study that incorporates both quantitative and qualitative data). As a collaborative approach creates its own theoretical, conceptual and methodological identity, van den Besselaar and Heimeriks claim that “the results of an interdisciplinary study of a certain problem are more coherent and integrated”. Of course, this approach is challenging as there may be fundamental differences in understandings of various concepts (e.g. notions of culture), theories and methodologies since each discipline and sub-discipline has its own traditions and philosophy. Proponents of interdisciplinary research, however, emphasize that the potential benefits of dialogue, collaboration and complementary theories and methodological approaches make it worth the effort.

Despite being a relatively new subject of study, intercultural communication is extremely complex due to the several disciplines (and sub-disciplines) that are involved, each with different trajectories in various regions of the world. While many scholars have not and are far less aware with developments in other areas, some have worked beyond their primary field of study (e.g., cooperating with colleagues in different disciplines or sub-disciplinary fields). Therefore, a person's disciplinary background as well as the depth and breadth of their expertise in intercultural communication research and practice influence how well-versed they are in the topic.

In language and intercultural communication studies, the primary academic disciplines are anthropology, linguistics, psychology, sociology and communication. M.J. Bennett identified some of the dimensions that have been explored by intercultural communication scholars in various disciplines:

- perception, interpretation, attribution (psychology, linguistics, communication)
- verbal communication (linguistics, communication)
- nonverbal communication (communication)
- communication styles (linguistics, communication)
- values and assumptions (psychology, anthropology, sociology)
- cultural adaptation (communication, linguistics, psychology)
- identity (linguistics, psychology) [3].

Scholars in many subfields (e.g. anthropological linguistics, intercultural pragmatics, intercultural rhetoric, psycholinguistics, sociolinguistics, etc.) are now exploring language and intercultural communication issues so the scope of the field has widened considerably since its inception. Over time, it has become highly diverse in terms of disciplinary perspectives, methods, theories and objects of study.

Discussion: We begin by looking at the influence of anthropology and linguistics in the United States. In the late 1880s, Franz Boas, a German immigrant who became one of the founders of American anthropology, raised awareness of the diversity of

human cultures. Although he did not research intercultural interactions, in his descriptions of North American Indian languages and discussions of the “cultural unconscious”, Boas drew attention to the close connection between language and culture [4: pp.188–214].

Boas’ interest in nurturing the relationship between linguistics and anthropology inspired his students, including Edward Sapir, who along with Dell Hymes helped found linguistic anthropology, the interdisciplinary study of how language influences social life. More specifically, linguistic anthropology entails ‘the study of language as a cultural resource and speaking as a cultural practice’; basically, it “examines language through the lenses of anthropological concerns” [5]. Linguistic anthropologists (e.g. A. Duranti, Dell Hymes, Elinor Ochs, Bambi B. Schieffelin) have contributed to the field of language and intercultural communication by exploring topics such as language and cultural socialization; the role language plays in shaping communication; the relationship between language, social identity and group membership; and language as a cultural representation of our social world.

E.T. Hall was more interested with intercultural training than he was with creating a new academic field, and intercultural communication research was still lacking specific theories or paradigms in the 1960s. Early American work in intercultural communication did not grow from abstract intellectual inquiry, according to Pusch; rather, it “emerged from experience and was built on practical application” such as the FSI’s training program for US diplomats and other government employees [6: pp.13–36]. A large portion of this early research was multidisciplinary, with researchers from many fields (such as linguistics and anthropology) cooperating to achieve shared objectives.

The study of language and intercultural communication has benefited from the work of sociolinguists and rhetoricians, but in the late 1970s, a new area of linguistics emerged that has greatly advanced the discipline. “The study of the relationships between linguistic forms and the users of those forms” is what pragmatics is defined as [7]. To put it another way, Zhu Hua defines it as “the study of language use in context”. People’s intended meanings, presumptions, intentions or goals, and the kinds of acts that they are making when they talk are all under the purview of pragmatics. Interlanguage pragmatics is a sub-branch of pragmatics, which focuses on the acquisition and use of pragmatic norms in a second language, e.g. how second language learners produce and understand speech acts, how their pragmatic competence emerges over time. Cross-cultural pragmatics primarily focuses on speech acts in different cultures, politeness norms in different languages and cultural communication breakdowns or pragmatic failures, that is, “the inability to produce and to understand situationally appropriate language behavior” [8]. Most studies use a comparative approach to examine different cultural norms in different language use. While both of these branches have made useful contributions to our understandings

of language and intercultural communication, another related sub-branch of pragmatics has emerged that is devoted to language use in intercultural interactions. The field of intercultural pragmatics studies the application of language systems in social interactions among individuals who speak different first languages, share a common language, and typically represent different cultures.

Research in intercultural pragmatics has four principal areas of concern: (1) interaction between native speakers and non-native speakers of a language, (2) lingua franca communication in which none of the interlocutors has the same first language, (3) multilingual discourse and (4) language use and development of individuals who speak more than one language [9: pp.67–69]. This method acknowledges that actual situational variables as well as past experience have an impact on meaning creation and comprehension in communicative events.

Conclusion: To conclude, we determined that language and intercultural communication are two new branches that have been being learned by more scientists. In order to better understand complex intercultural communication issues in a variety of contexts and situations, more collaboration between language and intercultural communication scholars worldwide should encourage the development of new concepts, theories, and methodologies. Through methodical, indigenous research, recently qualified academics and specialists in these areas can benefit the larger academic community by offering new insights, context-specific studies, and significant discoveries that will progress theory and practice. Researchers are still looking into how language is used today in a variety of settings, such as diplomatic interactions and business discussions, with a focus on promoting understanding among people from different cultural backgrounds. Through resources like online language learning platforms and machine translation software, technology has also significantly advanced our understanding of language.

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