

DEALING WITH CULTURE CLASHES

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Abstract: This article describes cultural clashes and how to resolve this problem in the society. As all know cultural conflicts in negotiations tends to occur for two main reasons. First, it's fairly common when confronting cultural differences, for people to rely on stereotypes. Stereotypes are often pejorative (for example Italians always run late), and they can lead to distorted expectations about your counterpart's behavior as well as potentially costly misinterpretations. You should never assume cultural stereotypes going into a negotiation. Instead of relying on stereotypes, you should try to focus on prototypes—cultural averages on dimensions of behavior or values. There is a big difference between stereotypes and prototypes. For example, it is commonly understood that Japanese negotiators tend to have more silent periods during their talks than, say, Brazilians. That said, there is still a great deal of variability within each culture—meaning that some Brazilians speak less than some Japanese do. Thus, it would be a mistake to expect a Japanese negotiator you have never met to be reserved. But if it turns out that a negotiator is especially quiet, you might better understand her behavior and change your negotiating approach in light of the prototype. In addition, awareness of your own cultural prototypes can help you anticipate how your counterpart might interpret your bargaining behavior. It's not just about being aware of their culture, but also how yours might be viewed.

Key words: culture, clashes, problems, solutions, conflicts, advices, facts to solve culture clashes, causes, culture shocks.

The two types of cultural conflicts are primary conflict and secondary conflict. Primary cultural conflict pertains to fundamental values in a cultural group, while secondary conflict is cultural conflict that does not involve values that are seen as critical to the groups conflicting. What is an example of a cultural conflict? An example of a cultural conflict would be honor killings. This is where a male family member kills a female family member for engaging in premarital sex or refusing an arranged marriage. Who explained the cultural conflict theory? Thorsten Sellin first explained cultural conflict theory in 1938 with his book *Cultural Conflict and Crime*. This laid the groundwork for our present understanding of culture conflict. Culture clash can be caused by a multitude of reasons: Differences on issues such as expenses and pay. Lack

of agreement on workplace formality. Opposing behavioral norms. It is situation in which the diverging attitudes, morals, opinions, or customs of two dissimilar cultures or subcultures are revealed. This may occur, for example, when people in different professions, such as academics and business people, collaborate on a project. See also culture conflict; culture shock.

How to Engage Different Cultures: 1. Keep an Open Mind. The ability to keep opinions flexible and receptive to new stimuli is important to intercultural adjustment. Even if you don't understand why people do a particular thing, be careful not to jump to conclusions.

2. Learn to Cope with Failure. Learning to tolerate failure is critical because everyone fails at something overseas!

3. Be Flexible. The ability to respond to or tolerate the ambiguity of new situations is very important to intercultural success. Keeping options open and judgmental behavior to a minimum helps you adapt well.

4. Maintain a Healthy Curiosity. Curiosity is the demonstrated desire to know about other people, places, ideas, etc. This personality trait is important for intercultural travelers because they need to learn many things in order to adapt to their new environment.

5. Hold Positive and Realistic Expectations. There are strong correlations between positive expectations for an intercultural experience and successful adjustment overseas. Being realistic in what to expect will help you feel prepared for any situation.

6. Be Tolerant of Differences. A sympathetic understanding of beliefs or practices different from your own is key to successful intercultural adjustment.

7. Regard Others Positively. The ability to express warmth, empathy, respect, and positive regard for other persons is an important component of effective intercultural relations. Try to think of things you really enjoy or like about their culture and embrace differences.

8. Be Good Guests. As a guest in someone's home, you would never remark about the "dirty" kitchen, the "terrible" food, or the "crazy" seating arrangement. As a traveler you are, in a broad sense, going into someone's "home." Show respect.

9. Have a Sense of Humor. A sense of humor is important because in another culture so many things can lead to intense emotions. Sadness, anger, annoyance, embarrassment and discouragement are all common. The ability to laugh in spite of the circumstances will help guard against despair.

10. Have Fun. It's okay to acknowledge cultural differences – don't take them too seriously and don't hold an "I'm right/You're wrong" attitude. Relax, have fun, and enjoy your new friends.

U.S. Americans are calling out the role of "culture" today as they struggle to make sense of their increasingly diverse and divided worlds. To say "It's cultural, "It's a

culture clash,” or “We need a culture change” is becoming idiomatic. People invoke culture as they confront pressing issues in business, government, law enforcement, entertainment, education, and more, and as they grapple with power and inequality in the institutions and practices of these domains (e.g., racism, sexism, classism, homophobia, imperialism). Headlines and social media feeds are populated daily with news of culture clashes or cultural divides that take place both within organizations and across society. From gender clashes between men and women in the workplace, to race clashes between the police and communities of color in American suburbs and cities, to political clashes between conservatives and liberals around the nation, cultural differences and cultural misunderstandings are consistently in the spotlight (Armacost, 2016; Vance, 2016; Chang, 2018). At the heart of these culture clashes are questions about the meaning and nature of social group differences, as well as the ways in which these differences are more often than not constructed as forms of inequality and marginalization (Markus, 2008; Markus and Moya, 2010; Salter and Adams, 2013; Adams et al., 2015; Omi and Winant, 2015; Adler and Aycan, 2018). Given the demographic changes, cultural interactions and hybridizations, and shifting power dynamics that many U.S. Americans confront every day, we ask how psychological scientists can leverage insights from cultural psychology to shed light on these issues. We propose that the culture cycle—a schematic or tool that represents culture as a multilayered, interacting, dynamic system of ideas, institutions, interactions, and individuals—can be useful to researchers and practitioners by: (1) revealing and explaining the psychological dynamics that underlie today’s significant culture clashes and (2) identifying ways to change or improve cultural practices and institutions to foster a more inclusive, equal, and effective multicultural society

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