

## SOCIO-CULTURAL STEREOTYPES AS INTERCULTURAL COMMUNICATION BARRIERS

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**Abstract:** *Particular attention should be paid to the use of some stereotypical ideas and their ambiguity, while considering the role of stereotypes in intercultural communication, taking into account ethnic identity. Stereotypes can differ in detail but are generally consistent. They are an important aspect of productive communication. This study examines the manifestations of stereotypes in the context of intercultural communication as a relationship between opposing cultural identities.*

**Keywords:** *intercultural communication, cultural identity, sociocultural stereotypes, ethnic identity.*

A modern college graduate will be in demand in the international job market if he or she has foreign language communication skills, which are a mandatory part of any professional culture [3]. National cultural traits determine the success or failure of professional communicative interaction; hence the study of interpersonal communication should be approached from an ethno-cultural perspective [8]. Taking into account the peculiarities of language awareness of representatives of different cultures justifies the definition of linguistic interaction between them as an act of intercultural communication [3]. International communication is communication between parties with different worldviews, which often takes place in an aggressive environment where it is necessary to come to a compromise solution by putting forward arguments and consistently discussing further steps [8]. To implement effective intercultural communication, it is necessary to study the perceptual stereotypes of professionals and the specifics of their language behavior in different cultures [6]. The relevance of this topic stems from the need to develop intercultural communication skills in future graduates willing to work in a multicultural space. Overcoming sociocultural stereotypes is based on the formation of a conscious approach to stereotypes by creating a common indicative basis for activities in the paradigm of an intercultural approach in foreign language teaching. Language training encompasses both professional and general cultural development of the individual [4].

Various aspects of the professional communication culture of specialists were analyzed by the linguists S.G. Ter-Minasova, O.A. Leontovich, I.M. Rumyantseva, etc. Communicative competence was developed by A.V. Khutorskoy, M.Z. Biboletova, A.A. Verbitsky, I.L. Bim, I.A. Zimnaya, J. Raven etc. In cognitive linguistics and ethnolinguistics, the term stereotype was coined by U. Lippmann, J. Collen, TG.

Stefano, Y.D. Apresyan, IS Kon, V.A. Ryzhkov, S.I. Korolev, O.Y. Semendyaeva, AV Mikheev, L.G. Guslyakova, A.K. Bayburin, S.V. Silinsky, etc. The peculiarities of ethnicity in intercultural communication were studied by foreign scientists D.R. Williams, J.S. Jackson, KJ McKenzie, N. S. Crowcroft, Charles Agyemang, Bhopal Raj, Marc Bruijnzeels, etc. According to scholars, stereotypes are culturally conditioned and somehow ordered images of the world in a person's mind... [1], important features of stereotypes are their imprecision and their emotionally judgmental character. On the other hand, S.G. Ter-Minasova argues that stereotypes contain initial knowledge about other peoples and other cultures, thereby preparing the ground for communication with them, which mitigates culture shock [7]. The methodological basis of the study was the theories and methods of teaching foreign languages (R. Z. Khairullin, V. N. Zagvyazinsky, EI. Passov, AN. Shchukin, NP. Khomyakova, and P. Podlasyi, Z. N. Nikitenko, I. I. Khaleeva, GM Frolova, etc.). The result of the professional development of the future specialist in the field of intercultural communication is the possession of foreign language communication skills. At the same time, it should be noted that the problem of sociocultural stereotypes as barriers to intercultural communication has been little studied. This study aims to examine the manifestations of stereotypes in the context of intercultural communication as a relationship between opposing cultural identities. When considering the role of stereotypes in intercultural communication, it should be remembered that stereotypes are national, although it is possible to find analogs in different cultures.

Therefore, special attention should be paid to the use of certain terms, and their ambiguity, taking into account ethnic identity. Stereotypes that generally agree can differ in details that are of great importance for productive communication. Stereotypes in the context of intercultural communication as a relationship between opposing cultural identities offer the opportunity to gain basic knowledge about stereotypical behaviors and perceptions in different cultures. This is very important for the implementation of the communication process without conflicts and awkward situations [5]. In intercultural communication one should not rely on stereotypes; They are considered only as the primary conception of people, which can radically change the process of communication, leading to a distortion of reality. Another reason for conflicts in the process of intercultural communication is the inability to isolate cultural information in the communication context or to locate oneself in a foreign cultural environment. When a person belongs to different sociocultural groups, they have multiple identities at the same time. It is necessary to consider ethnic identity and its manifestation in intercultural communication. Ethnic identity is an ethnic awareness, self-perception as a member of a particular ethnic community with value and emotional significance [11] and involves a common or social origin; a common culture or

tradition that differs from one another but persists through generations, and a common language or religious traditions. In some parts of Europe and the United States, race and ethnicity are interchangeable. Currently, groups of people of African descent exist in the United States and the United Kingdom, such as B. Black, Black African, and African American. Terms such as black, African, or black African when referring to populations of African descent can be both offensive and imprecise.

Behind these terms hides a great deal of heterogeneity, which reduces the value of ethnic categorization and understanding the causes of ethnic differences. Table 1 characterizes the stereotypical representations that have been used to describe ethnicity in recent decades. Values are from the Oxford English Dictionary, the Oxford Encyclopedic Dictionary of the English Language, and the Oxford Reference English. Ethnicity researchers should use the most specific term appropriate to the context and avoid derogatory words.

Table 1. Heterogeneity of the terms Black, Black African, and African American [8]

<b>Negro</b>	The term Negro means black in Spanish and was used by fair-skinned Europeans as a shortened form of the racial classification of the Negroid race to characterize people of African descent in the Sahara region. In the mid-21st century, this term was commonly used in reference to African Americans. Currently, the term Negro is generally considered inappropriate and pejorative, although it is sometimes used in some research. In its current usage, the term is considered acceptable only when used by people of African descent, in a historical context, or on behalf of organizations. The Negroid racial classification no longer applies [9].
<b>Black</b>	The term Black refers to a person of African descent. In some cases, in politics or in power struggles, the term black means a minority of non-whites. The continued use of this broad term in epidemiology and public health may have pragmatic reasons such as: B. a small number of studies. However, the need for simplification can harbor the risk of stereotypes and abuse. [9].
<b>Black</b>	The name Africa Terra Land of the Afri (or Afer singular) was used by the ancient Romans from the northern part of the continent, which corresponds to present-day Tunisia. Dedicated to the northern part of the continent by the ancient Romans, the name Africa today means the entire continent.



	The term African, in the context of scholarly treatises on race and ethnicity, commonly refers to a person of African descent who defines himself or herself as African or is identified by others as African, but usually excludes people of African descent such as Europeans and South Asians. sometimes without people from North Africa, for example Algerians [9].
<b>Black African</b>	The term "black Africans" as used in the UK refers to persons and their descendants of African descent who migrated through sub-Saharan Africa. The term has a geographic and more general meaning [9].
<b>African Caribbean /Afro Caribbean</b>	The term African Caribbean/Afro-Caribbean, used in North America and Europe, usually refers to people of African descent who migrated through the Caribbean islands. This term is used controversially in the UK. It is sometimes used by researchers to identify Black people of Caribbean descent, by others to refer to people of West African or Caribbean descent[9].

The table describes the heterogeneity of the terms Black, Black African, and African American within the framework of ethnic identity. For example, in documents for the African Caribbean or African Kenya, or African Suriname, ethnicity must be defined. The term (black) should be abolished except when used in a political context. Language stereotypes belong to the area of sociocultural stereotypes. In terms of communicative interaction, stereotyped phrases contain communicatively meaningful information. Sociocultural stereotypes refer to the correct choice of means depending on the purpose of the statement. This choice depends on the tradition and history of the people and implies the mastery of the norms of use [1]. It can thus be said that sociocultural stereotypes play both a positive and a negative role in intercultural communication. A person experiences culture shock when encountering a foreign ethnic environment. Stereotypes about other cultures prepare you for a clash with another culture. But on the other hand, stereotypes hide an enormous heterogeneity that reduces the value of ethnic categorization and understanding of the causes of ethnic differences, leading to communication barriers, conflicts, and awkward situations. To avoid this, it is necessary to take into account the ambiguity of stereotypes in a specific socio-cultural environment.

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