

ISSUES OF CULTURE SHOCK IN ADAPTATION TO ANOTHER CULTURE

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Abstract: this article talks about communicating with other cultures, adapting to this culture, and the phenomenon of culture shock that occurs in this process.

Key words: culture, communication, adaptation to culture, cultural shock, discomfort, tension, loss, loneliness, abandonment, fear.

A large number of studies have been conducted in our country as well as abroad on the issues of adaptation to culture. Among them, research on the psychological adaptation of immigrants to culture occupies one of the most important places. In the process of communicating with another culture, new artistic values, social and material phenomena, and human behavior are introduced. All these situations depend on the worldview, religious beliefs, values, norms and conditions, and forms of thinking characteristic of a different culture. Of course, such meetings enrich people spiritually, contribute to making their lives colorful and interesting. But in some cases, establishing such contact with a foreign culture also might cause various problems related to the inability to understand this culture. When a person leaves the initial cultural environment where he was born and grew up, he experiences completely new emotions in other cultural conditions. Many of these feelings are unexpected and very strong, and can lead to misunderstandings and ultimately hostility to the new cultural environment. Even small things in daily life, such as buying food, unusual shop opening hours, left-hand traffic in some countries, can distract a person's life up to a certain point.

The most misunderstandings occur when getting to know the meals of the national cuisine of a foreign culture and in some daily behaviors. For example, there is a meal called "Himmel und Erde" (Sky and Earth) that the German people are very proud to eat. Its composition consists of apple ("sky") and potato ("earth")

puree, which are weighed separately in one container. It shows that these two products are not compatible with each other, and it causes discomfort in an organism that is not used to it. In addition, it is considered rude in Uzbek culture to sneeze loudly in everyday life, but in German culture it is normal.

Experts call the strong impact of a new culture on a person “culture shock”. According to Sh.Usmanova, a researcher of intercultural communication, cultural shock is a feeling of discomfort and discomfort for a certain period of time in a new environment where there are no familiar signals. The term culture shock was proposed by the anthropologist Calvero Oberg in 1955. According to the scientist, cultural shock is similar to a disease that shows certain symptoms (repeated washing of hands, anger, nervousness, etc.). If it treated in the right way (the immigrant learns the local language, makes friends, etc.), the immigrant can adapt to the new cultural environment and feel at home. Nowadays, the experience of a new culture is considered unpleasant or shocking. Because, firstly, it is unexpected, and secondly, it can cause a person to make a negative assessment to own culture.

There are usually six forms of culture shock:

- 1) Stress from difficulties in achieving psychological adaptation;
- 2) Loss of friends and loved ones, loss of material and spiritual condition, profession, identity;
- 3) A sense of loneliness in a new culture, which can lead to abandonment of this culture;
- 4) Disturbance in roles and sense of identity;
- 5) Fear of becoming depressed and alienating from this culture after realizing cultural differences;
- 6) Fear of not being able to control the situation.

The main cause of culture shock is due to cultural differences. Every culture has many symbols and images and stereotypes of behavior that people

automatically perform in different situations. When a person falls into a new cultural environment, the system of orientation to which he is accustomed becomes inadequate. The reason for this is that a person's own culture is based on different ideas about the world, different norms and values, different stereotypes of behavior and intuition. Usually, a person living in his own cultural conditions does not even think about the fact that there is a hidden part of his culture that is not visible from the outside.

American researcher Richard Weaver equals this situation to the collision of two icebergs: it is "underwater", at the level of "uncertainty" that the main conflict of values and mentality takes place. According to the scientist's research, as a result of the collision of two cultural icebergs, cultural concepts that were not understood before rise to the stage of understanding, and a person begins to pay as much attention to another culture as to his own culture. Only when an individual enters into a relationship with a foreign culture, he begins to be amazed at the existence of this closed system that controls the behavior of his own values and norms. As a result of this, mental, and in some cases even physical discomfort - cultural shock occurs.

The state of cultural shock directly affects the communication process. Everyone understands his ability to communicate as a spontaneous process, and until he finds himself in an incomprehensible situation, he does not realize what role this ability plays in his life. Failure in communication usually causes heartache and disappointment in a person. However, this situation does not give rise to the idea that the pain in a person's tongue is caused by his lack of readiness for communication. The reason for this is not knowing of the language, but the ability to understand the cultural information of another cultural environment, the psychological compatibility of a representative of a foreign culture, the ability to understand and accept their values.

Symptoms of culture shock vary, ranging from concerns about the cleanliness of dishes, bedding, clothing, water or food, to disturbances in bodily functions such

as insomnia, fear, and nervousness are possible. They can lead to depression, alcoholism or drug addiction, and even suicide [2]. Depending on its type, culture shock can last from several months to several years. It depends on the individuality of the person.

Of course, culture shock does not only have negative aspects. Modern researchers interpret it simply as a process of adaptation to new conditions. In addition, during this process, a person acquires knowledge about a new culture and its behavioral norms, develops culturally despite mental stress. In other words, he becomes a cultured person [1].

It is very important to provide information about culture shock to university students in teaching intercultural communication. This information helps to make the right decision in the people who have entered the environment of a foreign culture for the first time, not to arouse enmity towards the foreign culture, to feel the uniqueness of their own culture and to awaken a sense of tolerance. This in turn, contributes to the prevention of cultural shock.

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