# Intercultural communication and public information tools

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**Abstract:** The article discusses the role of mass media, intercultural solidarity, peace, sustainable development, media literacy, flexibility are the main qualities.

**Keywords:** Media literacy, intercultural communication, ROME. KOICA.

Today you to the internet your connection condition with whole the world across desiredto a person SMS send possible This change not only WhatsApp, perhaps facebook, Twitter, LinkedIn and Instagram by too done is increased. The importance of social networks in communication is a constant topic of discussion. Online communication people and to the audience before achieved which cannot be information take cameThis of people of the world another in parts happen happening from eventsawareness increased.

Modern history shows that inter-ethnic understanding is dynamic not the case. International relations are a very complex and sensitive area, and here a more appropriate metaphor requires constant supervision and care. In this article we ethnic tolerance about we talk him ethnic foreign fifty ethno-cultural we mean accepting the features. Ethnic tolerance is the "other" of society. customs, ceremony and manners relatively bear with me in relation to manifestation will be

Actions, advertisements and of products all of them social media platforms, social media of users increase because of broadcasting

is being done. Today's in the day entrepreneurs, enterprises own products advertising to doand to social media to generate brand awareness along with sales relies on It helps organizations reach customers regardless of geographic boundaries allows. The Internet has brought incredible benefits and opportunities to humanity had source made it easy.

Cross-cultural in communication public information of means place how? Mass media to raise global awareness, thereby the whole world intercultural understanding, tolerance and ethnic, cultural, religious in communities across and has a strong potential to promote acceptance of gender differences. It's a pity, public information of means goodness for to be strong potential easily reversed influence possible

Technology public information tools the most important directly to the effect turned. Industrialized in the world thought and concepts significant level increased. Negativestereotypes creator and strengthening and continue bringer messages distribution through wrong concepts, public information tools communication in vain emitsand mutually to understand against works.

Public information tools humanity development new from the stages onewe can say.

Socio-cultural changes modern the world appearance significant level by changing abroad education get options are different of students thought exchange, foreign practices and another many the facts cultures aro communication andmutual cooperation problems actualizes.

"King Sejon" training center at Denov University of Entrepreneurship and Pedagogy activity has been established. This is Koica Korea International in Tashkent cooperation agency study to

opportunity like Mazkazi have Korean is good mastered learners southern to Korea to go enable to the hand in the new building of our university "Digital economy center" (ROME) own activities started. We believe that innovation projects to prepare and done improvement works will accelerate. It should be noted that per se cross-cultural Contact us in our area too more develops.

Uzbeks international at events participation are doing some students foreign in hand educationare taking Not only to successfully communicate with representatives of different nationalities the relevant language, perhaps the rules of the foreign culture also need to know. psychology, understand the mechanism of communication in order not to misunderstand the representatives of the culture must

Cross-cultural communication different culture representatives in the middle done to be increasedcommunication is considered

Modern culture factor. Public information tools modern a person the world image - his values, concepts and stereotypes forms,

therefore, in the context of their activities, the communication of cultures of different worlds different of photos public information in the means "mutually effect" process as manifestation will be Other socio-cultural teams from reality message giver ormass media aimed directly at the audience of foreign countries texts of the audience width and communicative effect power in terms of too in intercultural communication the most active role plays

This from positions come came out without public information of means participation in intercultural communication as an actual scientific and social problem manifestation will be His development, own in turn, researcher understand leads to problems of interpretation of meanings, communicative effect, etc. The role of mass media in modern intercultural communication A specific method of testing them in empirical material approaches work exit implies.

Cross-cultural communication - this different culture representatives between communication being it includes direct communication between people and indirect forms of communication (language, speech, public information tools, electronic communication) includes.

Summary by doing to say if we cross-cultural contact and public informationtools are becoming an integral part of our day. Above These two named tools make our lifestyle more beautiful and convenient made it easier. These two with meaningful it's up to us to do...

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