INTERCULTURAL COMMUNICATION AND MEDIA

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Introduction

Today you can send SMS to any person around the world, provided that you have an internet connection. Instagram Facebook, Twitter, LinkedIn and Instagram will make this change not only by WhatsApp, but also by Facebook, Twitter, LinkedIn and Instagram. The importance of social networks in communication is a constant topic of discussion. Onlinemulokot brought previously unattainable information to people and audiences. This has increased people's awareness of what is happening in other parts of the world.

Modern history shows that interethnic mutual understanding is not devoid of dynamics. Interethnic relations are an extremely complex and delicate area, where a more appropriate metaphor requires constant control and care.In this article, we will talk about ethnic tolerance, which we understand as the adoption of ethnic-cultural characteristics of an ethnic foreigner. Ethnic tolerance is manifested in the tolerant attitude of society towards “other” customs, rituals and manners.

Actions, ads and products are all on social media platforms, due to the increase in social media users, the broadcast is being made. Today's developers, businesses rely on social media to create brand awareness as well as advertise and sell their products. This allows organizations to reach customers regardless of geographical boundaries. The Internet has made it easier for Humanity a resource with incredible benefits and opportunities.

Media in intercultural dialogue, How is it?The media has a strong potential to raise global awareness, thereby encouraging cross-cultural understanding, tolerance and acceptance of ethnic, cultural, religious and gender differences in communities around the world. Unfortunately, the potential of the media to be a force for good can easily have the opposite effect.

Uzbeks participate in international events, some students are studying abroad.To successfully communicate with people of different nationalities,it is necessary to know not only the appropriate language, but also the rules of foreign culture. Psychology, it is necessary to understand the mechanics of communication so as not to misunderstand the representatives of culture.Intercultural communication is a dialogue that is carried out between representatives of different cultures.

The factor of modern culture.The media shape the image of the modern human world-its values, concepts and stereotypes, therefore, in the context of their activities, the dialogue of cultures manifests itself as a process of "interaction" of various images of the world in the media. Media texts reporting the realities of other socio-cultural communities or aimed directly at the audience of foreign countries also play the most active role in intercultural dialogue in terms of the breadth of the audience and the power of communicative influence.

From these positions, the participation of the media in intercultural communication is manifested as an urgent scientific and social problem. Its development, in turn, leads to the problems of understanding the researcher, interpreting meanings, communicative influence, etc.A comprehensive study of the role of media in modern intercultural communication implies the development of certain methodological approaches with their testing in empirical material.Intercultural dialogue is a dialogue between people of different cultures that involves direct communication between people and forms of indirect communication (language, speech, media, electronic communication).

In conclusion, intercultural communication and media are becoming an integral part of our today. These two tools, named above, have made our way of living more beautiful and comfortable. And make sense with the two of them in our own hands...

