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IMAGES OF EXTRALINGUISTIC ISSUES IN CROSS-CULTURAL COMMUNICATION AND COMPARATIVE RESEARCH IN DIFFERENT CULTURES; (IN THE EXAMPLE OF UZBEK AND TURKISH CULTURES)

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Annotation
In this article, cross-cultural communication and comparative research in different cultures involve various extralinguistic issues that affect the way people communicate and interact with each other. In both Uzbek and Turkish culture, images play a significant role in communication and understanding. However, there are some differences in the way they are used and interpreted.
Key words
Embroidery, extralinguistic issues, cross-cultural communication, intricate, ceramic, majestic, affiliation,

Introduction: Images and comparing are extralinguistic issues that can vary between Uzbek and Turkish culture. In Uzbek culture, images play an important role in communication. For example, traditional embroidery designs are used to tell stories and convey cultural values. Uzbekistan is also known for its intricate tile work and architectural designs, which reflect the country's history and cultural heritage. Moreover, Uzbek images often have a deeper symbolic meaning. For example, traditional Uzbek textiles are adorned with intricate patterns that represent various aspects of life such as fertility, protection, and prosperity. These patterns are often passed down through generations and hold great cultural significance. **Materials and methods**. Comparing is not as common in Uzbek culture as it might be in other cultures. This is because the Uzbek people value harmony and avoiding conflict. Direct comparisons can be seen as confrontational or disrespectful.

In this scientific research material, intercultural communication and comparative studies in different cultures and various extralinguistic problems that affect people's communication and interaction with each other are shown on the example of Uzbek and Turkish culture, and this is also the case in Uzbek culture, in Turkish culture, images are an important factor in communication and understanding.

Discussion and Result. In contrast, Turkish culture places a strong emphasis on visual communication through images. Turkish art includes ceramics, textiles, calligraphy, and miniature painting. These art forms often depict historical events or religious themes. Comparing is also more prevalent in Turkish culture than in Uzbek culture. Turkish people are comfortable with expressing their opinions and comparing things directly. This can be seen in everyday conversations as well as political discourse. When it comes to comparing things in these cultures,

there are also differences in approach. In Uzbek culture, comparisons tend to be more poetic and metaphorical. For example, one might compare a beautiful woman to a blooming flower or a majestic eagle. Comparisons in Turkish culture tend to be more straightforward and direct.

However, Uzbek and Turkish cultures have a rich history of using images as a means of communication. These images are often deeply rooted in the cultural and historical context of the societies, and they can convey complex meanings that are difficult to express through language alone. Some of the extralinguistic issues related to images in Uzbek and Turkish culture include:

1. **Body Language:** In both Uzbek and Turkish cultures, nonverbal communication is an essential aspect of communication. However, the interpretation of body language can vary between the two cultures. For instance, eye contact is seen as a sign of respect in Turkish culture but may be interpreted as a sign of aggression in Uzbek culture.
2. **Social Norms:** Social norms play a crucial role in cross-cultural communication. For example, in Uzbek culture, it is customary to offer guests tea or food as a sign of hospitality, while it may not be seen as necessary in Turkish culture.
3. **Religion:** Both Uzbek and Turkish cultures have strong religious affiliations that influence their values and beliefs. Islam is the predominant religion in both cultures, which affects various aspects of social life.
4. **Gender Roles:** Gender roles differ between Uzbek and Turkish cultures. In Uzbek culture, women are expected to be modest and submissive to men, while in Turkish culture, women are encouraged to be more independent.

Conclusion. Understanding these extralinguistic issues is crucial for effective cross-cultural communication and comparative research between different cultures like Uzbek and Turkish ones. It helps people appreciate cultural differences better while avoiding misunderstandings that could lead to conflicts or misinterpretations during interactions. Additionally, images play a significant role in communicating complex ideas and values in Uzbek and Turkish culture. From religion to social norms, body language, and gender roles, these images have deep roots in the cultural and historical context of the societies. As these cultures continue to evolve and modernize, the use of imagery will continue to be an important means of expression.

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