



CHANCES OF USING GESTURES IN THE PROCESS OF INTERCULTURAL  
COMMUNICATION

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**Annotation:** *this study discusses the possibilities of using nonverbal communication tools in various cultural communication processes. A single gesture can be decoded differently in different cultural and social environments, and as a result, various uncomfortable situations can arise. Therefore, it is advisable to study nonverbal units specific to this language along with foreign languages.*

**Keywords:** *cultural communication, gesture, coding, kinesic units, mimicry, oculosics, decoding, linguosomatics*

ВОЗМОЖНОСТИ ИСПОЛЬЗОВАНИЯ ЖЕСТОВ В ПРОЦЕССЕ  
МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

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**Примечание:** *в данном исследовании рассматриваются возможности использования невербальных средств коммуникации в различных процессах культурной коммуникации. Один и тот же жест может быть по-разному расшифрован в разных культурных и социальных средах, что может привести к возникновению различных неловких ситуаций. Поэтому целесообразно изучать невербальные единицы, специфичные для данного языка, наряду с иностранными языками.*

**Ключевые слова:** *культурная коммуникация, жест, кодирование, кинетические единицы, мимикрия, окулесика, декодирование, лингвосоматика*

The possibilities of using gestures in the process of cultural communication are manifested as an important means of enriching the verbal content of communication semantically, pragmatically and socially. In Uzbek society, gestures are not only a secondary sign





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conveying emotional information, but also a communicative indicator serving to encode normative aspects such as social status, age difference, gender differences, and etiquette.

Another important aspect of Uzbek gestures in cultural communication is that they allow for the indirect transmission of content that cannot be expressed or is difficult to express through language.

With the intensification of international communication, the issue of not only the need to learn foreign languages, but also the importance of analyzing gestures in the context of another culture has arisen. Insufficient attention to the specific features of the perception of gestures in another culture can lead to misunderstandings in the process of communication and interaction, including negotiations and PR campaigns of transnational brands.

Below are a few Chinese characters and their interpretations in different cultures:

In Southeast Asian countries, particularly Japan, China, and Vietnam, bowing to the person in front of you expresses respect and gratitude. However, in South Korea, the bride and groom bow to each other at a wedding to express their love. The one who bows the most is said to be the one who loves the most<sup>79</sup>.

In Western cultures, the gesture of holding the index finger and thumb together and pointing the other fingers upwards means “OK” – “Good”, but in France, for example, this gesture means “zero”. It is even considered an insult in Brazil. In the 1950s, when US Vice President Richard Nixon visited Brazil, he made a speech in Brazil and made this gesture, which caused a scandal. Because in Brazil, the “OK” sign is understood to mean “you are nobody” or “you are worth a penny”.<sup>80</sup>

The raised thumbs-up, a gesture of approval in Western culture, is considered offensive in Arab countries<sup>81</sup>.

There are also cultural differences in the linguosomatic interpretation of facial expressions that cannot simply be ignored. For example, Americans interpret their inner processes more through facial expressions than Japanese people and use facial expressions more often. Americans pay more attention to the mouth when trying to understand what someone is saying. The Japanese, on the other hand, pay more attention to the eyes.

People from the same culture, of course, easily understand each other's facial expressions. However, there are also cultural differences in facial expressions, and their incorrect use can undermine the effectiveness of the conversation or put you in an awkward position.

In American culture, a smile is a common element of any communication, but in Russia, people smile only if the partner can evoke positive emotions during the conversation<sup>82</sup>.

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<sup>79</sup> Jennifer Jung Kim. The new woman and new-style weddings in colonial korea – The review of Korean studies, 2008. P 35.

<sup>80</sup> *Словарь жестов* // Коммерсант Власть. — 2001.

<sup>81</sup> *Алекберова, И. Э. Особенности кинесики в процессе межкультурного взаимодействия // Lingua mobilis : журнал. — 2013. — С. 23-26.*

<sup>82</sup> *Алекберова, И. Э. Особенности кинесики в процессе межкультурного взаимодействия // Lingua mobilis : журнал. — 2013. — С. 23-26.*





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We can also see examples of cross-culturally different facial expressions in the table below:

Emotional state	Western countries	Eastern countries	Explanation
Happiness	Open laughter, a toothy smile	A soft smile, often with the mouth closed	In Eastern cultures, openly expressing emotions is considered rude.
Anger	Eyebrow twitching, sharp gaze	Head tilt, indifferent facial expression	In the East, hiding anger is accepted as a social culture.
Surprise	Mouth opening, eyebrows raised	Weaker reaction, eyes wide open	Low expressiveness in the East
Grief	Downward turning of eyebrows and lips	Eyes downcast, facial expression neutral	Grief is not always clearly expressed through facial expressions in Eastern peoples.

Nonverbal components of communication, especially gestures consisting of hand gestures, head movements, body distance and facial expressions, perform the functions of resolving conflict, expressing respect, establishing social distance and coordinating psychological subtleties in the process of communication in Uzbek culture.

Facial expressions are considered universal at the cross-cultural level. For example, some facial expressions (smile, anger, fear) are recognized throughout the world. Other kinesic means often depend on the cultural context. This also makes it necessary to study facial expressions separately.

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