



CULTURE OF WESTERN AND ORIENTAL COUNTRIES



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Abstract: *Why do representatives of different cultures understand and perceive the world so differently?*

The most obvious differences are observed in European and Asian ethnic formations. Oriental culture is mostly characterized by contemplation, while Western culture is identified by dynamics where culture should fill human life with new knowledge and beauty.

In fact, the differences between two societies are quite stark. One way or another, but Western and Oriental culture enters into a certain conflict situation in contact with each other. Then the differences between cultures are worthy to study thoroughly and draw a line between the differences. Or maybe these are all false beliefs that are no longer valid in modern society?

Key words: *selection matrix; the principle of variability; west; Orient; culture; the principle of integrity; cross-cultural learning.*

Why do representatives of different cultures understand and perceive the world so differently?

The most obvious differences are observed in European and Asian ethnic formations. In 2003, Richard E. Nisbett (Professor at the University of Michigan) published results on differences in perceptual functions between Western and Oriental cultures.

At the heart of the Western worldview is culture of ancient Greece. And the East is covered with esoteric incense of ancient China.

The participants of his experiment were students from the USA, China, Korea and Japan. His assistant showed color scenes of underwater animal life. In each film, there was one fish that moved much faster which was larger or brighter than

the rest. And when the participants were asked to describe the scene they saw, the Americans mentioned this particular fish based on natural law. The Japanese, on the other hand, paid less attention to significant fish, stones at the bottom, plants, and other less significant details. The differences were very sharp. Representatives of Asian cultures paid attention to unimportant details and which includes 70% more often than Americans.

At the second stage of experiment, the subjects were shown objects separately, and not as part of the big picture.

Americans recognized them regardless of whether the subject was in the original scene or not. The Japanese, on the other hand, did a better job of recognizing if they had previously seen an object in context with other objects. They did not perceive, and remembered it better precisely in conjunction with the outside world. This means that people living in the East perceive the world more holistically. It means that they view the world inseparably from context. At the same time, representatives of Western traditions see the surrounding reality as the sum of parts. In addition, there is another very solid conclusion. Contrary to the prevailing ideas, the function of perceiving a picture of the world is not at all universal. And the key to the formation of subjective reality is national culture.

In the middle-seventeenth century, the French philosopher Brilliance Pascal formulated his famous theory that believing what the Christian church teaches is more profitable than not believing. And in his reasoning, he used an approach that in modern decision theory is called becoming a matrix in a win.

The bottom line is that a person has two options: to believe in God, or not to believe. And the reality is that humanity does not know if he exists.

And here again two possibilities are realized:

If there is no God, then human life is finite. He final minus of religiosity in the form of observance of the commandments and self-restraint, and the bonuses of freedom that unbelief provides with it -i, on the contrary, God exists, then the soul of the righteous will be saved, and the soul of the sinner will be eternal damnation. And it is clearer that in such a situation it is much more profitable to live with faith. Pascal's decision theory became the basis of all subsequent concepts.

At the same time, it is worth taking into account some important details that people often forget in everyday life. It must be said that in fact, the differences between two societies are starting large. Even if you look at the perception of death between the Western and Eastern worlds.

In the East, death and burial is a rites. First of all, this is a theatrical act, where each relative must show respect to the deceased, where women must cry, throw themselves on the coffin, tear their hair and shout "who did you leave us for?", Even if she is a widow and she is not sad, she should still do it. And in the west, on the contrary, a funeral is an event where you definitely need to save your face. Everyone should mourn quietly, and most importantly, with dignity. Crying, screaming and hysteria at a funeral means losing your face. Therefore, Western funerals are always sad, in black and tasteful.

Although, a rather fashionable trend has recently appeared in science, a new view, according to which the conflict situation of the two West-Eastern cultures is highly exaggerated. And lately culturologists have been proving that a dialogue between these two cultures is not only possible, but also necessary and even use-

ful. And in fact, these are only external differences. And if you look inside each person, then in fact everyone is the same and everyone wants the same thing.

CONCLUSION

Thus, cross-cultural perception is unlikely, and unlikely to be due to genetics. After all, culture, in fact, should fill human life with new knowledge and beauty. And depending on the change of place of residence, it is possible for a person to change his culture.

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