



The value of humour in cross-cultural communication

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ABSTRACT

In an era of increasingly dynamic international relations, the study of humor as a linguistic and cultural phenomenon has gained significant importance. Humor is often seen as a reflection of cultural identity, yet understanding its nuances requires more than mere language proficiency. Misinterpretations of jokes can lead to communication barriers or even conflicts. This article examines key features of Uzbek and English cultures and explores how these cultural traits shape their respective humor. Furthermore, the study delves into the role and significance of humor in online communication, highlighting its growing influence in the digital age. By analyzing cultural and linguistic aspects, the article aims to shed light on the complexities of cross-cultural humor and its implications for effective dialogue in a globalized world.

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Madaniyatlararo muloqotda yumorning ahamiyati

ANNOTATSIYA

Kalit so'zlar:

xutor,
didaktik,
semantik,
pragmatist,
kognitiv asos,
fundamental tamoyillar,
xutor mexanikasi,
ijobiy ma'no,
latifalar,
satira.

Xalqaro munosabatlar tobora rivojlanib borayotgan davrda hazilni lingvistik va madaniy hodisa sifatida o'rganish katta ahamiyatga ega hisoblanadi. Hazil ko'pincha madaniy o'ziga xoslikning ifodasi sifatida qaralib, ammo uning o'ziga xos xususiyatlarini tushunish oddiy tilni bilishdan ko'ra ko'prog'ini talab etadi. Hazillarni noto'g'ri talqin qilish o'zaro munosabatlardagi to'siqlariga va hatto nizolarga sabab bo'lishi mumkin. Ushbu maqola o'zbek va ingliz madaniyatlarining asosiy xususiyatlarini ko'rib chiqadi va bu madaniy xususiyatlar ularning hazil-mutoyibasini qanday shakllantirishini o'rganadi. Bundan tashqari, tadqiqot onlayn muloqotda hazilning o'rnini va ahamiyatini bayon qiladi va raqamli asrda uning o'sib

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borayotgan ta'sirini tushuntiradi. Madaniy va lingvistik jihatlarni tahlil qilish orqali maqola madaniyatlararo hazilning murakkabliklarini va uning globallashgan dunyoda samarali muloqotga ta'sirini yoritishga qaratilgan.

Ценность юмора в межкультурной коммуникации

Ключевые слова:

юмор,
дидактический,
смысловой,
прагматический,
когнитивный каркас,
фундаментальные
принципы,
механика юмора,
позитивный оттенок,
анекдоты,
сатира.

АННОТАЦИЯ

В эпоху все более динамичных международных отношений изучение юмора как лингвистического и культурного феномена приобрело важное значение. Юмор часто рассматривается как отражение культурной самобытности, однако понимание его нюансов требует большего, чем просто знание языка. Неправильная интерпретация шуток может привести к коммуникативным барьерам или даже конфликтам. В статье рассматриваются ключевые особенности узбекской и английской культур и исследуется, как эти культурные особенности формируют соответствующий юмор. Кроме того, исследование углубляется в роль и значение юмора в онлайн-общении, подчеркивая его растущее влияние в эпоху цифровых технологий. Анализируя культурные и лингвистические аспекты, статья призвана пролить свет на сложности межкультурного юмора и его значение для эффективного диалога в глобализованном мире.

Humor serves as a universal phenomenon while simultaneously embodying distinct characteristics specific to individual nations. It is examined through various lenses, including cultural, didactic, semantic, pragmatic, and others. Among these, the cultural dimension is paramount, as it encompasses the realities of the environments in which individuals reside.

To analyze jokes within the sphere of linguistic culture, a multidisciplinary approach is essential. Comparative analysis allows for the identification of cultural nuances by examining similarities and differences in humor across various linguistic traditions. Discourse analysis further enriches this study by focusing on the context in which jokes are delivered, exploring pragmatic elements such as tone, intent, and audience reactions. Semantic and pragmatic analysis provides insights into the linguistic mechanisms behind humor, including wordplay and idiomatic expressions, while cultural semiotics uncovers the deeper meanings of symbols and references embedded in jokes. Cognitive linguistics explores the mental frameworks and conceptual structures shaping humor perception across cultures. Additionally, ethnographic methods offer a contextual understanding of how humor operates within specific communities, highlighting its social functions. Finally, sociolinguistic and corpus analysis reveal patterns influenced by social variables and large-scale linguistic data, providing a robust foundation for understanding humor's role in cultural identity and communication.

Each nation possesses unique aspects of life, values, and worldviews that hold particular significance. Given the fundamentally different cognitive frameworks of the Uzbek and English peoples, comprehending their respective approaches to humor

necessitates careful analysis. It is often observed that many Uzbeks, upon encountering English humor, may not perceive it as amusing and might even find it perplexing. This has led to a widespread belief that English jokes lack humor. Consequently, linguists are tasked with the challenge of effectively conveying the essence of these jokes, ensuring that the humor is appreciated even by those who are not well-versed in English cultural contexts.

Humor has been recognized as a focal point of inquiry by various experts in linguistics. It has become a significant subject of study across sociological, academic, psychological, and other fields. Researchers who have analyzed the content and language of humor have developed a descriptive framework and definition for it. To address pertinent questions within the study of linguistic humor, scholars have categorized both the internal and external aspects of verbal humor, including:

- Fundamental principles of jokes
- The mechanics of humor
- Characteristics that ensure the effectiveness of jokes
- Amusing connections between the speaker and the audience
- The personality, intellect, background of both the speaker and the audience, among other factors.

One of the primary reasons for the importance of this subject is the increasingly prevalent use of humor in online discussions and various social media platforms, as well as the incorporation of diverse visual elements within content and their implications. This evolution necessitates a thorough examination of the types of humor employed in such contexts. It is also noteworthy that these categories are specific to online platforms and often diverge from traditional communication norms. Regarding the nature of humor, the dynamics of virtual communication have led to the popularization of humorous texts and the widespread use of emoticons to convey emotions. This phenomenon may contribute to how individuals understand one another in the realm of intercultural communication.

Humor permeates all aspects of human activity. In contemporary society, it serves as a vital means of interaction among individuals in professional, friendly, and various social dialogues. Additionally, it acts as an effective tool for resolving conflicts and facilitating the exchange of ideas. Humor, which has acquired a positive connotation and significance, can transform relationships, even with those who hold opposing views. The ability to employ humor can significantly influence the resolution of differences.

Discussions surrounding web systems create a unified social environment globally. In this context, the human inclination for humor prevails, leading many individuals to engage with the internet as an entertaining tool. Creative products that carry a humorous connotation are commonly referred to as web memes.

In contemporary socio-economic landscapes, there exists significant competition, prompting both large corporations and small producers to adopt innovative, unique, and captivating strategies to secure their market positions. Those operating in today's business environment are, in a sense, fortunate to have access to the internet, which is widely utilized by the general public. Entrepreneurs, business owners, and producers are achieving remarkable success in this expansive and diverse arena by leveraging humor. The advantages of the "humor" discourse category not only enhance customer mood but can also facilitate sales processes. Consequently, the term meme-marketing has been incorporated into the lexicon.

Web memes represent a collection of ideas, attitudes, and emotions conveyed by their creators. The exchange of information on web pages serves to fulfill the creative

intent of the language, wherein the rules of language are intentionally manipulated to conduct new experiments. This involves employing language in unconventional ways to create a comedic effect.

The Uzbek populace has historically been characterized by a profound appreciation for humor. This is evidenced by their engagement with jokes, anecdotes, satire, and a general sense of curiosity. In social interactions, whether among family, friends, neighbors, colleagues, or even unfamiliar individuals, light-hearted jokes are exchanged that maintain respect for personal dignity. Such modest humor serves as a reflection of the distinctive cultural identity of the Uzbek people. Current reforms underway in the nation aim to elevate its status on the global stage. Contemporary Uzbek humor predominantly addresses familial and societal issues, often presenting humorous resolutions to challenges and employing critical perspectives. The rise of information technology in the twenty-first century has also influenced the realm of humor.

A call was received at the radio station:

– Hello, is this the radio?

– Yes. Who would you like to greet?

– No one! I was merely scattering millet in the yard. I'll turn the radio up so you can occasionally say "kish-kish."

In summary, it is essential to recognize the significance of linguistic and cultural analyses of humor in both English and Uzbek contexts. This analysis encompasses the examination of how jokes are perceived in amicable exchanges among various organizations, as well as in interactions on social media platforms. While this may initially appear to be a minor issue, the misinterpretation of a joke – particularly one intended to be lighthearted – can lead to a range of adverse effects within the dialogue. Therefore, it is crucial for participants in the conversation to articulate their ideas using appropriately chosen equivalent expressions, specifically jokes that resonate with the cultural nuances of their respective national backgrounds.

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