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INTERCULTURAL COMMUNICATION AND GLOBAL COMPETENCE

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Annotation. This article analyzes the importance of intercultural communication and global competencies in the context of globalization. In modern society, interactions among representatives of different cultures are expanding rapidly; therefore, developing intercultural communication skills has become an important issue. The main aim of the study is to determine the role of intercultural communication competence and global competencies in the educational process and to examine the factors that contribute to their development. During the research, methods such as analysis of scientific literature, observation, and comparison were used. The results show that intercultural communication competence helps individuals develop the ability to communicate effectively, understand cultural differences, and respect them. Global competencies, in turn, help individuals

function successfully in an international environment. The findings of the study emphasize the importance of developing intercultural communication skills within the modern education system.

Keywords: intercultural communication, global competence, intercultural interaction, globalization, education, foreign language education, cultural awareness, communication skills.

Introduction: In recent decades, the process of globalization has led to a significant increase in economic, political, and cultural interactions among countries around the world. Due to the development of transportation, information technologies, and the internet, communication between representatives of different cultures has expanded considerably. As a result, the ability of individuals to understand other cultures, show respect for them, and communicate effectively has become one of the essential competencies in modern society. Intercultural communication refers to the process of interaction that occurs between representatives of different cultures. In this process, language, cultural values, traditions, stereotypes, and worldviews play an important role. Therefore, the modern education system aims not only to provide students with professional knowledge but also to equip them with intercultural communication skills. Global competencies, on the other hand, refer to an individual's ability to understand global issues, cooperate with representatives of different cultures, and function effectively in an international environment. Today, these competencies have also become highly important in the labor market.

In the era of globalization and Industry 4.0, one of the most remarkable features of this period is that people frequently interact with representatives of different cultures. Therefore, the ability to communicate effectively in professional, social, and educational spheres, to understand other cultures, and to respect their values is considered highly important. For this reason, intercultural communication competence and global competencies are regarded in the modern world not only as indicators of success but also as the key to effective performance.

One of the main tasks set before educational systems and employers is to develop students' and employees' skills for adapting to intercultural communication. In this process, along with improving language and communication abilities, increasing sensitivity, empathy, and the individual's level of global literacy is also considered an important aspect. Research shows that students adapt their communication styles and develop effective communication strategies while working with people from different cultures.

Literature Review

Issues related to intercultural communication have been studied by many researchers. For example, Michael Byram (1997) emphasized intercultural communicative competence as an essential part of the language learning process. According to him, learning a language should include not only grammatical knowledge but also an understanding of cultural concepts and perspectives.

Edward T. Hall (1976) highlighted that time, space, and nonverbal communication play a significant role in intercultural communication. According to

his research, communication styles vary considerably across cultures, and understanding these differences is important for effective interaction between people from diverse cultural backgrounds.

Geert Hofstede (2001) proposed several dimensions to explain differences between cultures. According to his theory, factors such as individualism versus collectivism, power distance, and attitudes toward uncertainty influence communication styles in different societies. These dimensions help explain why people from different cultural backgrounds may interpret communication differently.

Recent studies indicate that the development of global competencies has become an essential part of the educational process. In particular, in foreign language education, developing intercultural communication skills is considered highly important, as it prepares students to interact successfully in multicultural and international environments.

Main Part: Intercultural communication is the ability to communicate effectively and appropriately with representatives of different cultures, and it includes several important aspects. First of all, effectiveness is the primary means of achieving goals in intercultural communication. Another important aspect is adaptability, which refers to the ability to accept norms established in different cultures and to follow their customs and traditions.

Another significant factor required in intercultural communication is sensitivity. In other words, in order to avoid experiencing cultural shock during intercultural interaction, individuals need to possess an appropriate level of cultural sensitivity. Recognizing cultural differences and respecting them also plays an important role in establishing warm and productive communication. One of the most essential and irreplaceable aspects is the conscious awareness of one's own cultural perspectives and stereotypes while maintaining them, and at the same time developing the ability to communicate effectively with representatives of other cultures. These competencies directly influence an individual's success in social and professional environments.

Over the past decades, interactions between people speaking different languages and belonging to different cultures have never been as intense as they are today. Due to advancements in technology and transportation as well as the increase in immigration quotas, more people are constantly on the move, and societies are becoming increasingly diverse. The number of students studying outside their home countries is also growing. As a result, there is an increasing need for better preparation for intercultural adaptation and intercultural relationships, especially in a second language context.

Higher education institutions around the world now recognize the importance of offering courses and experiences that develop intercultural communicative competence and the knowledge, skills, and attitudes required for responsible global citizenship. Introductory courses in intercultural communication are now offered at the undergraduate level in various disciplines; however, only a limited number of books are truly international in scope, and the language dimension of intercultural

communication often receives insufficient attention. Key issues related to language and intercultural communication processes are connected with real-life examples from around the world. Learners are encouraged to learn more about themselves — their values, beliefs, communication styles, and attitudes toward different accents — and to examine their assumptions and preconceived ideas about other worldviews and ways of living.

Regardless of where you live, the forces of globalization affect you. Although the exchange of ideas, goods, and people is not new, in recent decades we have experienced an unprecedented intensification of economic, cultural, political, linguistic, and social connections. This phenomenon, known as globalization, is defined as the process of removing restrictions imposed by governments on movements between countries in order to create an open and borderless world economy.

Although there are many and varied patterns of cultural differences, Harris and his colleagues proposed several culture-general dimensions of cultural difference that often influence our ability to communicate effectively with people from different cultural communities. These dimensions include sense of self and space, communication and language, dress and appearance, food and eating habits, time and time perception, relationships, values and norms, beliefs and attitudes, learning, and work habits and practices. The Intercultural Development Inventory (IDI) suggests that individuals and groups differ in their ability to perceive culturally based differences between themselves and others.

In conclusion, it can be stated that in the context of modern globalization, intercultural communication and global competencies are of crucial importance in various spheres of human life. As economic, political, and cultural interactions among countries continue to expand, the necessity of effectively communicating with other cultures naturally arises. Therefore, the ability to understand other cultures, respect their values and traditions, and correctly perceive cultural differences has become one of the essential competencies.

Intercultural communication competence helps individuals act effectively and appropriately in intercultural interactions. This competence includes cultural sensitivity, empathy, adaptability, and language proficiency. These skills contribute to fostering mutual understanding and cooperation among representatives of different cultures. In particular, the importance of intercultural communication skills is increasing in the fields of international education, business, and diplomatic relations.

Moreover, global competencies play a significant role in developing an individual's ability to understand global issues, work in international environments, and collaborate effectively with diverse cultural communities. Today, employers in the modern labor market demand not only professionally knowledgeable specialists but also those who possess global thinking, open-mindedness, and the ability to communicate interculturally.

Therefore, the education system must equip students not only with theoretical knowledge but also with intercultural communication and global competencies.

Specifically, in the process of teaching foreign languages, developing intercultural communication skills, introducing students to different cultures, and broadening their global outlook are essential tasks. As a result, young people who acquire these competencies become professionals capable of successfully operating in the global society and competitive in both social and professional spheres.

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INTEGRATING GENERATIVE AI IN ENGLISH FOR SPECIFIC PURPOSES (ESP): PEDAGOGICAL CONDITIONS AND PRACTICAL IMPLICATIONS IN UZBEKISTAN’S HIGHER EDUCATION

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Abstract: This research aims to identify the essential pedagogical conditions for the effective integration of Generative Artificial Intelligence (GenAI) tools in teaching English for Specific Purposes (ESP) within the higher education system of Uzbekistan. The study employs qualitative analysis methods and structured surveys. The results indicate that successful integration requires enhancing digital literacy, transforming the assessment system, and developing comprehensive academic ethics guidelines. The findings of this research provide practical recommendations for higher education institutions (HEIs).

Keywords: Generative AI, ESP, Higher Education, Pedagogical Conditions, Innovation

Introduction. The global educational landscape is undergoing a propound transformation due to the rapid advancement of Artificial Intelligence (AI). Particularly, Generative AI (GenAI) models, such as ChatGPT, Claude, and Gemini, have introduced new possibilities for language acquisition and specialized communication. In the Republic of Uzbekistan, the digitalization of the higher