

**DEALING WITH CULTURE CLASHES. ACCULTURATION AND
ENCULTURATION AS TERMS IN DEVELOPMENT OF CROSS-CULTURAL
AWARENESS AND INTERCULTURAL COMPETENCE**

The teacher of Andijan State Institute of Foreign Languages:

Ganieva Tokhira

The student:

Vokhidova Mashkurabonu

310 group

Abstract: *This article describes cultural clashes and differences of acculturation and enculturations how to resolve this problem in the society. As all know cultural conflicts in negotiations tends to occur for two main reasons. First, it's fairly common when confronting cultural differences, for people to rely on stereotypes. Stereotypes are often pejorative (for example Italians always run late), and they can lead to distorted expectations about your counterpart's behavior as well as potentially costly misinterpretations. You should never assume cultural stereotypes going into a negotiation. Instead of relying on stereotypes, you should try to focus on prototypes—cultural averages on dimensions of behavior or values. There is a big difference between stereotypes and prototypes. For example, it is commonly understood that Japanese negotiators tend to have more silent periods during their talks than, say, Brazilians. That said, there is still a great deal of variability within each culture—meaning that some Brazilians speak less than some Japanese do. Thus, it would be a mistake to expect a Japanese negotiator you have never met to be reserved. But if it turns out that a negotiator is especially quiet, you might better understand her behaviour and change your negotiating approach in light of the prototype. In addition, awareness of your own cultural prototypes can help you anticipate how your counterpart might interpret your bargaining behaviour. It's not just about being aware of their culture, but also how yours might be viewed. American work habits can seem downright oppressive when viewed from a far.*

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American work habits can seem downright oppressive when viewed from afar. Various reports and studies show that we Americans experience a more burdensome work week than many of our peers abroad, spending interminable hours at the office, wolfing down lunch at our desks, letting vacation days expire unused, and answering emails after hours and on weekends. It's practically the dark ages compared to the rest of the civilized world, where 20 to 30 days of vacation are the norm, the maximum length of the work week often is set by law, paid parental leave is mandated, and some countries have even tried to legislate the "right to disconnect" for workers besieged by after-hour emails and phone calls. This divide between America's doggedly industrious approach on the one hand, and the less-relentless global approach on the other, might make it seem that a corporate culture developed for a

U.S. company would prove a poor fit beyond our borders. But that's not necessarily so. [1:27]

Yes, there are differences between the U.S. and the rest of the planet, but there are also commonalities. In every corner of the world you can find people who want to serve others, do high-quality work, collaborate closely with others and have fun while doing it. Where they live or where they're from has nothing to do with those traits; they come from the person's character, not his or her nationality. That's a lot of different cultures around the world that needed to absorb our corporate culture. Fortunately, certain principles that make for a winning corporate culture are universal, whether you are in Malaysia or Australia, Norway or India. How so? Because they all relate to people, and people are the crux of any organization's success. A few of those principles include:

- Open communication is critical. Always encourage employees to speak up if they spot a problem or have a suggestion. A corporate culture that promotes such open communication can work well anywhere in the world because it spurs people who have a different take on things to share their thoughts. If employees feel comfortable speaking out, that can help a U.S. company operating in a foreign land avoid missteps. When we were working with a Korean contractor, open communication revealed that our contracting strategy would cause their management team to "lose face" if we stuck to our standard. The contract was modified, which won the work for us and saved the Korean company 30% over their normal costs. Open communication requires active listening!
- Smart hiring practices make a difference. It's possible to take a new hire and train them to fit into your corporate culture, but it's even better to hire people who are a good fit to begin with. Whatever your values are, you want to make sure the new people you hire share those values, and that's important both at home and abroad. A bonus is that, once you bring on good people, they often know other good people and can help you recruit. After thanking people for choosing to join our company, we always asked them to name the five best people they had recently worked with, and those names went onto our "talent magnet" chart. In year eight, one of those targets answered that "they are all here, so I decided to join them."
- A spirit of belonging helps promote a passion for work. People want to belong to something, which is why they buy the jersey of a favourite sports team or bumper stickers supporting a favourite cause. [4:127]

In the complex realm of cultural studies, the terms "Enculturation" and "Acculturation" often emerge as focal points of discussion. Despite their seemingly interconnected nature, understanding the difference between Enculturation and Acculturation reveals fascinating insights about the way we, as individuals and societies, assimilate cultural aspects. Our journey to comprehend these terms serves as an exploration of cultural development, adaptation, and ultimately, identity. In this article, we will delve deep into these cultural phenomenon's, exploring the distinct nuances and intricacies that make each one unique. While both terms share a common thread—concerning the process of learning and absorbing cultural norms—they diverge significantly in their contexts and implications. Join us as we dissect the profound difference between Enculturation and Acculturation. [2:13]

What is Enculturation?

Enculturation refers to the process by which an individual learns and assimilates the norms, values, behaviours, and social skills appropriate to his or her native culture. From birth, through this process, we absorb our native culture's nuances and complexities almost subconsciously. Elements of Enculturation Enculturation primarily encompasses three main elements: Learning Language: Language forms the basis of communication and is usually the first aspect of a culture that a child absorbs. Adopting Social Roles: Society is a structured entity, and each individual is expected to perform certain roles. These roles vary from culture to culture and are often learned from family, school, and community interactions. Developing Behavioral Patterns: Norms and values that dictate behavior in a society are absorbed through enculturation. These behavioral patterns include customs, traditions, and etiquette. [8:89]

What is Acculturation?

On the other hand, acculturation is a process that occurs when an individual, often an immigrant, or a cultural group adopts the culture of another group, typically that of the dominant culture within their society. This process can result from direct cultural exchange or indirect influences such as media or education. Aspects of Acculturation Acculturation generally involves the following aspects: Cultural Exchange: This often involves the acquisition of the dominant culture's language, dressing styles, behaviours, and social customs. Adaptation: Adapting to new norms and practices of the dominant culture is a key part of acculturation. It can include adapting to new roles and responsibilities within the society. Integration: Here, the individual or group integrates their original cultural values with those of the dominant culture, creating a unique blend of cultural practices. [5:17]

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